

# The NATIONAL UNDERWRITER

*Life Insurance Edition*

Push this baby  
up and down  
Main Street



*He'll do you proud!*

There are some 400,000 small business units in the U. S. A., employing from 10 to 24 people, that are *immediate potential customers\** for New England Life's complete "Baby Group" package, including Group Accident & Health benefits.

Contact the nearest New England Life Group Office or General Agency for details. Or send for our concise, clearly written booklet, containing everything you need to help you explain, propose and sell this program. Address, Director of Group Sales, New England Life, 501 Boylston Street, Boston 17, Massachusetts.

\*Subject to state regulations.

**NEW ENGLAND**  
*Mutual* **LIFE** Insurance Company  
BOSTON, MASSACHUSETTS  
THE COMPANY THAT FOUNDED MUTUAL LIFE INSURANCE IN AMERICA—1825

**FRIDAY, JULY 27, 1956**

*Mr. Agency Builder:-*

# How Happy Can You Be?

You'll Never Know Until You

Investigate



with  
**The GOLDEN RULE COMPANY**

**3  
of the  
10 BIG  
REASONS**



**TOP COMMISSION** on 15 leading contracts. Long term vested renewals. Cash bonus and extra renewals to your agents for recommending new agents.



**MONEY-MAKING SALES PACKAGES.** New! Colorful! Dynamic! Plus a new, easy-to-use Brain-Book and Brain-Kit. Your agents can't miss!



**PACKAGED TRAINING PLANS.** New! Amazingly simple! Easy to use! A quick money-maker for new or old agents!

Ask for Other Reasons-INQUIRIES HELD CONFIDENTIAL

**THE COLUMBUS MUTUAL  
LIFE INSURANCE COMPANY**

Columbus 16, Ohio

Frederick E. Jones, Pres. Ben F. Hadley, Vice-Pres. & Sup't. of Agents

**Agency Building  
Opportunities in:**

Arizona, California, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington D. C., and West Virginia.

## Sales Angles for A&S Seen in Adding Disability to OASI

**Few Could Live on Even Maximum SS Scale, Would Need Insurance Coverage**

Reluctantly abandoning the last glimmer of hope of a Presidential veto, insurance people interested in A&S or in life insurance disability income are looking for ways in which the addition of disability benefits to social security can be used as a sales stimulant.

Under the social security disability program, the maximum benefit that a disabled person can receive, beginning at age 50, is \$108.50 a month. This is so obviously inadequate by itself that almost anyone can see the need of having supplementary income. In effect, a disabled individual with no other disability income than what he would get from OASI could hardly afford to stop work and get himself declared disabled.

The prospect of having to forego disability benefits that one might be entitled to and has contributed toward could well be a more potent motivator to buying supplementary income than a harrowing description of how destitute the man would be if he had no disability coverage whatever.

The cost of building a decent disability income coverage from scratch is now so discouraging that it is doubtless what prevents many people from even trying. But for a not-too-heavy outlay a person even in fairly moderate circumstances could buy enough coverage from an insurance company so that in combination with his social security disability he could "afford to be disabled."

Accompanying such a sales approach, of course, would be an effort to sell income to cover the period prior to age 50. It could readily be shown that the average family man needs protection below age 50 a good deal more than from age 50 onward. As a matter of fact, Sen. Dirksen made much of this point in attacking the age of 50 as the eligibility yardstick, when he was debating the matter in Congress.

The problem of coverage below age 50 may not be acute for long, however. This is widely regarded as the first point of attack for "improving" the OASI disability coverage. There will doubtless also be pressure to change total disability to partial and change permanent to temporary. These are the aspects that worry insurance leaders, both because of the huge cost of such changes and the serious way they would encroach on the private insurance business.

As a matter of fact, if it were certain that the disability coverage provisions in the present social security bill would be the final limit of this coverage, there would be little to fear from

(CONTINUED ON PAGE 3)

## Thurman Asks Ky. Insurers Not to Answer FTC Letter

Commissioner Thurman of Kentucky has sent to all domestic insurers a notice that in the department's opinion it would be improper for a Kentucky company to agree to be bound by or agree to comply with the rules for A&S advertising now being distributed by the Federal Trade Commission. "The laws of Kentucky adequately regulate said matters and regulate them to the complete exclusion of federal jurisdiction," Mr. Thurman says.

FTC has no authority to issue or enforce its so-called A&S trade practice rules either directly or indirectly regulating insurance in Kentucky, Mr. Thurman declares. He asks the companies to refer to the department all communications from the FTC, and the department, with the assistance of the attorney-general and in consultation with the company, will endeavor to clarify the matter.

## Hooker Leaves Conn. Dept. to Head New Credit Life Company

Russell O. Hooker is resigning as actuary and director of examinations in the Connecticut insurance department to become president and actuary and a director of Insurance City Life of Hartford on Oct. 1.

Mr. Hooker, with the department since 1928, will continue to maintain his counseling actuarial office in Hartford. He is a fellow of Society of Actuaries and Casualty Actuarial Society, and has been prominent in the work of the committee on blanks and other committees of National Assn. of Insurance Commissioners.

Insurance City Life was organized as Credit Life of Connecticut in 1954 and changed its name the following year. It is licensed in five states and District of Columbia and plans to expand elsewhere. It writes credit life.

## Insurance Opposition to SS Bill Reflected in Amendment Vote

The report in last week's issue that the social security bill passed the Senate by a vote of 90 to 0 may have been a little discouraging to insurance interests who worked hard to oppose the measure.

In order to avoid giving a false impression as to the effectiveness of the opposition, however, it is important to point out that the George amendment which dealt directly with the insurance aspects of the bill passed by a vote of 47 to 45.

## Fla. Adopts NAIC Rules on A&S Advertising

Florida has adopted new A&S advertising regulations which are essentially the same as those adopted last December by National Assn. of Insurance Commissioners. An interpretive guide to supplement the rules will be sent to each A&S insurer.

## Ala. Assn. Opposes Direct Purchase of Group by Government

Alabama Assn. of Life Underwriters, at its annual convention at Bessemer, went on record as opposing the direct purchase of group by the federal government for its employees on grounds that it bypasses the agent.

The association adopted a resolution directing appointment of a special committee to look into the rates and practices connected with credit life and credit A&S in Alabama. A committee representative will attend credit life committee meetings at the NALU convention in Washington. It was noted that "serious abuses" have occurred in other states in connection with the sale of credit life and credit A&S.

Another resolution, declaring that dependency group life is not in the best interest of the insuring public or the agent, recommended enactment of legislation to prohibit this coverage in the state.

A fourth resolution called upon the federal government to balance the budget; to end deficit financing and monetary indebtedness at all government levels; to cut the cost of government by rigid economy to make possible tax reductions, and to make preservation of a sound dollar and encouragement of thrift the cardinal principles of government.

Robert S. Clayton, manager of Liberty National Life at Mobile, was elected president to succeed Tom L. Mitchell, manager of Mutual of New York at Birmingham. W. Taylor Hardy, Mutual of New York, Gadsden, D. C. Harris, Franklin Life, Tuscaloosa, and Mrs. Florence S. Jenkins, New York Life, Montgomery, were elected vice-presidents. Miss Martha G. Price, Florence, was elected secretary, and George E. Hester, General American Life, Florence, was elected executive secretary.

Speakers were William S. Hendley Jr., Mutual of New York, Columbia, S. C., an NALU trustee, and State Sen. Calvin of Decatur.

## Long Favors Attorney for La. Commissioner

Gov. Long of Louisiana has indicated he will name Rufus D. Hayes, Baton Rouge attorney, to the post of insurance commissioner. Mr. Hayes is chairman of the Democratic state central committee and a supporter of the governor.

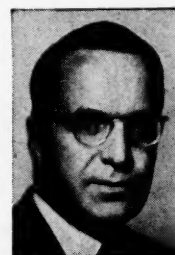
The state legislature recently voted to separate the offices of commissioner, secretary of state and custodian of voting machines. Wade O. Martin Jr. thus lost the insurance and voting machine posts, but remained secretary of state. Gov. Long backed the legislation but Mr. Martin opposed it.

Shreveport Assn. of Life Underwriters has endorsed the separation of the posts. A resolution directed to the governor declared the move "a step in the right direction" that will "prove to be the beginning of an era of much better supervision of the life insurance business in the state."

## N. W. Mutual Agents Hit New Records on 'Eve' of Centennial

**1,800 at Agents Meeting as 99-Year-Old Insurer Passes \$8 Billion Mark**

MILWAUKEE—Northwestern Mutual Life, which in recent months entered its 100th year and passed the \$8



Edmund Fitzgerald



Grant L. Hill

billion of insurance in force mark, extended its usual enthusiastic welcome this week to some 1,800 agents, wives and guests at the three-day annual meeting of the company's Assn. of Agents.

The friendly gathering, which set a new attendance record and is likened to a huge family reunion, opened with salutary remarks from President Edmund Fitzgerald in a downtown Milwaukee theater. Evidence of welcome to the agents appeared throughout the home office city. The stately old Milwaukee city hall flashed a huge, lighted sign of welcome from its tower 8 to 10 floors above the street.

Discussing "Ninety-Nine Years A-building," President Fitzgerald complimented the field force on its record-breaking performance during the recent agents' year which closed May 31.

"During 1955," he said, "the new policy series and the new field of classified business have been built into the company's operation with a minimum of confusion and excitement. The new option concept has brought added privileges to the policyholder and less detail in home office and field. Option elections were made on 45% fewer policies than a year ago. Beneficiary designations without settlements, a much less complicated procedure, increased. Under the new option maturity provision, adopted Jan. 1 by Northwestern, a deferred maturity was elected by 17% under policies maturing the first six months of this year. Classified business accounted for 7% of total paid-for. Only \$700,000, or less than 3%, has been reinsured. The new limits have been useful and we now have several maximum limit policyholders. The new juvenile limits and ages seem to have been well received."

"During the surge in volume of recent years a rather significant adjustment of new business and in-force has been under way," Mr. Fitzgerald explained. "Pension trust has dropped from the high of 22.3% in 1943 to 12%

(CONTINUED ON PAGE 15)



## June Ordinary Sales Hit \$2,928,000,000; up 7% for New Record

Ordinary life sales in June set a new mark for the month by totaling \$2,928,000,000, up 7%, while total life sales for June rose to a record \$4,344,000,000, up 9%, according to LIAMA.

Group life sales in June set a record for the month by totaling \$878 million, up 25%, representing only new groups and not additions under contracts already in force.

Industrial life sales for the month were \$538 million, down 1%.

Ordinary life sales in the first six months set a record for the period by amounting to \$16,882,000,000, up 12%, while total life sales in the first half climbed to a new peak of \$25,076,000,000, up 7%.

New group life sales in the first six months totaled \$5,045,000,000, down 3%, due to additions of \$1,925,000,000 made in April of last year to the federal employees group. Without this, the half-year total of new group life this year was up 55%.

A big volume of group not taken into account in LIAMA's figures was issued in the first six months when many firms with existing contracts obtained certificates for large numbers of workers hired during this period of peak employment.

Industrial life sales totaled \$3,149,000,000, down 2%, in the first half. LIAMA's figures did not include credit life policies.

## B.A.R.E. Names Keller President

Paul E. Keller has been elected president of Benefit Association of Railway Employees. He had been vice-president and general counsel and a member of the board since 1930. He joined the Association in 1928.

Mr. Keller is also a board member of General F. & C.

John H. Lumley, recently named to the board, has been elected executive vice-president. Mr. Lumley heads the commercial division of Benefit Association.

## J. W. Walker Succeeds Father at Union Life Helm

J. Wythe Walker has been elected president of Union Life of Little Rock, succeeding his father, Elmo Walker, who died recently. The junior Mr. Walker joined the company in 1948 as an assistant to the president. He was elected vice-president in 1951 and in 1952 was named executive vice-president and board member.

## Form 4 New NALU Units

National Assn. of Life Underwriters has approved the formation of new local associations at Framingham, Mass., Mayfield, Ky., and Worland, Wyo.

Framingham Assn. has elected L. Arnold Daley, Metropolitan Life, president and William S. Graupner, Prudential, secretary. Western Kentucky Assn. has elected Robert W. Lentz, Prudential, president and Kyle E. Cox, Commonwealth Life, secretary. Big Horn Basin Assn. has elected A. J. Rogers, Pioneer Mutual, president and Fon Lasater, New York Life, secretary.

Paris, Tex., elected as president Ed-

win N. Schilling, Great Southern; vice-president Printis E. Ellis, American National; secretary Ken C. Maddox, Great Southern; treasurer B. B. Bauer, Jefferson Standard, and national committeeman John A. Gossitt, Mutual of New York.

A new managers association has been organized at Tacoma, Wash. Clifford R. Edwards, New York Life, has been elected president; Burnley H. Wilson, Aetna Life, vice-president; William J. Gelatly, National Public Service, secretary, and V. A. Schwarz, Manhattan Life, representative to General Agents & Managers Assn. of NALU.

## Travelers Wins FCC TV Station License

WASHINGTON—Federal Communications Commission has granted Travelers a license to operate a television station at Hartford, thus ending a 2-year contest for the permit between the insurance company and a firm known as Hartford Telecasting Co.

The commission awarded the license to Travelers by sustaining a decision made in favor of the company a few months ago by FCC Examiner Litvin.

## Life of Mo. Buys Site for 5-Story Home Office

Life of Missouri has bought property at the southwest corner of Lindell boulevard and Spring avenue in St. Louis as the site of a proposed new five-story home office building, to contain approximately 60,000 square feet of floor space. Parking facilities for 100 cars also is planned.

The property was purchased from American Automobile of St. Louis which at one time contemplated the erection of a home office structure on the site. C. R. Gulley, executive vice-president of Missouri, said construction will start shortly after design plans are completed. The proposed new building will contain more space than the company needs now and surplus area will be rented. Life of Missouri now occupies space in the Missouri Insurance building. During the first six months in 1956 the company increased its insurance in force by \$11 million to a total of \$186,879,070.

## Mutual, United Benefit Western GAs Elect Moore

Kenneth W. Moore Jr., general agent for Mutual Benefit H.&A. and United Benefit Life at Roswell, N. M., was elected president of the companies' Western Managers' Assn. during the annual meeting at Sun Valley. He succeeds F. T. Briggs of Pocatello.

Other new officers include E. J. Coffey of Portland, first vice-president; Harold Hiner of Tucson, second vice-president; E. S. Hall, Los Angeles, treasurer, and H. L. Garfield, Salt Lake City, secretary. Howard Coffey of Portland was elected to the advisory committee of the National General Agents' Assn.

C. L. Gurney of Cincinnati, president of the national association, gave the principal address.

## Davey Tours Mich. Offices

Commissioner Davey of Indiana recently visited Michigan department offices to view operational procedures and innovations in supervisory organization and methods devised by Michigan department executives.

Commissioner Navarre escorted his neighbor commissioner, explaining procedures with the assistance of divisional aides.

## 31% of All Ordinary Sales in 1955 Were Combination Policies

Combination life policies consisting of a permanent unit plus term for mortgage protection or family income have become the most popular form of ordinary since they were introduced in 1930, accounting for 31% of all ordinary sales last year, according to LIAMA.

The average size combination policy was \$12,600, compared with an over-all average of \$7,300, but represented only 18% of the number of policies.

Straight life policies bulked second, accounting for 28% of the sales and averaging \$8,900 in size.

Limited payment policies accounted for 10% of the sales. This type was most popular with women, accounting for 47% of the number of their policies and 28% of their purchases.

Endowments, becoming less popular, dropped from 14% of total sales 10 years ago to 6% last year.

Business life, with an average policy size of \$24,000, last year represented 10% of the volume.

The average size policy sale to adults has climbed from \$3,000 a decade ago to the \$7,300 last year. Last year, 30% of the sales were for \$10,000 or more; 5% were for \$25,000 or more, although these larger policies represented 28% of aggregate ordinary life sales.

## Lincoln National Slates 4th Summer Convention

The fourth and last of Lincoln National Life's annual three-day conventions this summer will be held next week at the Greenbrier in White Sulphur Springs, W. Va. Agents from District of Columbia and 10 eastern and north central states have been invited. Approximately 200 agents will be present and total attendance, including wives and children, will be around 400.

The company's first meeting was held in June at Coronado, Cal. The other two meetings were held earlier this month at the Homestead, Hot Springs, Va.

Agents appearing on the program next week will be Himes M. Silin, general agent at Erie, Pa.; Jack Solomon, Baltimore; George F. Brunkhorst, Festus, Mo.; Norbert J. Wiedner, Pittsburgh; Charles M. Fairchild, and William M. Goldenzweig, both of Washington, D. C., and Howard E. English, Chicago.

Speaker on the closing day will be

V. W. Kelly, Amicable Life district manager at San Angelo, Tex.

Home office men appearing on the final convention program will be Walter O. Menge, president; Cecil F. Cross, vice-president and director of agencies; Henry F. Rood, vice-president and actuary; Willard C. Brudi, Henry W. Persons, Jack E. Rawles, Thomas A. Watson, all second vice-presidents and Charles N. Walker, associate actuary and manager of A&S.

## Cleveland Leads Cities in Ordinary Sales Gain in June and First Half

Cleveland led large U.S. cities in the percentage increase in ordinary life sales in June with 7% and the first six months with 19%, according to LIAMA.

Other large cities and their percentage gains or losses for June and the first half, respectively, are: Boston, down 9 and up 5; Chicago, down 1 and up 10; Detroit, down 2 and up 5; Los Angeles, up 3 and 12; New York, up 2 and 8; Philadelphia, up 6 and 7; and St. Louis, down 3 and up 8.

## Danville (Ill.) Life Agents Elect 1st Woman President

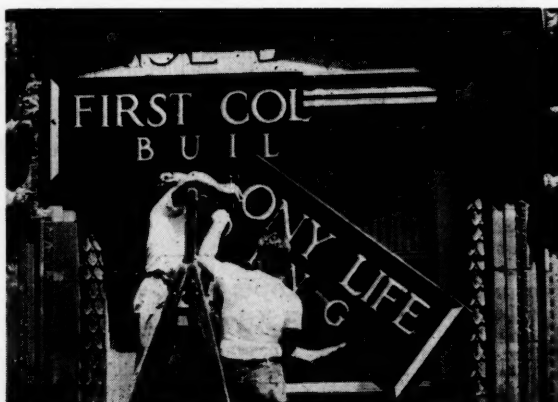
Mrs. Helen C. Brown, Mutual Benefit Life, was elected president of Danville (Ill.) Life Underwriters Assn. She is the first woman to hold this office in Danville and one of the few in the country to head a local organization. Other officers elected recently are Ed Koebrich, Prudential, 1st vice-president; Matthew Jurczak, Prudential, 2nd vice-president, and Walter Dickerson, Prudential, secretary-treasurer.

## Guarantee Mutual Eases Non-Medical Limits

Guarantee Mutual Life has liberalized its non-medical limits to \$10,000 for ages 0-9; \$15,000 for ages 10-35, and \$5,000 for ages 36-40. The \$15,000 maximum for ages 10-35 will continue \$10,000 in Iowa and Oklahoma because of statutory non-medical limits in those states.

## Philadelphia Group Elects Hughes

Philadelphia Life, Accident & Health Claim Assn. has elected Joseph L. Hughes, General Accident, president. Martin Kremer, Equitable Society, vice-president; Charles A. Reilly, Mutual Benefit H.&A., secretary, and David W. Camack, Continental American Life, treasurer. Charles J. Maynes, Fidelity Mutual Life, is immediate past president.



Foan, former vice-president and superintendent of agencies of Union Casualty & Life, is vice-president and a director of First Colony and is directing its organization and operation.

First Colony Life has established its home office in the 7-story Krise building, now called the First Colony Life building, in Lynchburg, Va. Workmen are shown putting up the new sign. Formed recently by prominent southern banking and industrial interests, the company was capitalized at \$2,500,000. Roy A.



## FTC Examiner Disallows Testimony on State Regulation

Federal Trade Commission Examiner Lipscomb, hearing the Mutual Benefit H. & A. advertising case at Washington last week, refused to admit testimony of representatives of the Nebraska department concerning state regulation of insurance advertising. In effect, Mr. Lipscomb said that state regulation activities were irrelevant to the matter of the commission charges against insurers. This is in contrast with the hearing in the case of Commercial Travelers Mutual Accident of Utica, in which representatives of the New York department were allowed by another FTC examiner to express themselves on regulation.

Additionally, Examiner Lipscomb struck out testimony on the policyholders' survey of Mutual of Omaha, in which the company asked its policyholders what they thought of the treatment they were getting and came up with an overwhelming favorable response. Reaction of policyholders to the insurer and their feeling about claims, Mr. Lipscomb held, had nothing to do with advertising. In earlier hearings, however, when FTC was presenting its side of the story, policyholder reaction testimony was permitted by Mr. Lipscomb and was made a part of the hearing record.

L. E. Thorngren, general legal solicitor of Mutual of Omaha, was not allowed to testify concerning the company's efforts to prepare advertising which would tie in with FTC thinking.

In order to get some of this testimony into the record, even though it may not be considered by the hearing examiner in reaching a decision, statements were put in by several of the witnesses covering the testimony they would have given had they been permitted to testify.

mitted to testify.

Walter J. Madden, assistant director and chief examiner of the Nebraska department, prepared a statement outlining the activities of the department in examining and regulating advertising. He also went into NAIC Zone examinations of insurers, which cover claims, and said that in three examinations of Mutual Benefit H. & A. a check of the claim files has shown no complaints by policyholders in which it was claimed the advertising of Mutual of Omaha had been misleading or deceptive in any respect.

William Heavey, attorney for the Nebraska department, also put in a statement covering what he would have said in testimony, in which it was noted that since 1948 the Nebraska department had a ruling requiring companies to maintain at their home offices complete files of advertising. Mr. Heavey, who is directly in charge of complaints, said that in the last five years while he has been in charge there have been no complaints whatsoever against Mutual of Omaha predicated upon advertising.

Four witnesses went on the stand to give details about the survey of policyholders in which an overwhelming endorsement of the company's services was shown. All of this was stricken from the record.

Mr. Thorngren's statement covered the relations between Mutual of Omaha and FTC since 1950, when the FTC mail order rules first were promulgated. Between 1950 and 1954 when the complaint was issued against Mutual of Omaha, Mr. Thorngren said, the company repeatedly has endeavored to produce advertising satisfactory to the FTC staff, and up to 30 days before the citation had worked with the FTC staff and had received expressions of satisfaction regarding Mutual's advertising at that time.

## Old Line Life of Dallas Wins Relicensing

AUSTIN—Texas insurance commission has relicensed Old Line Life of Dallas.

Evidence was presented that a new management has been installed and the company has become solvent, the commission said.

Titus Paulsel of Fort Worth has purchased controlling interest in the company. He is the new president.

Old Line was one of seven life or casualty companies that had failed to qualify for a new license at the deadline, June 1.

## Pacific Mutual Combining All Its Cleveland Offices

All Cleveland offices of Pacific Mutual Life will be combined and occupy the entire first floor of a new \$1 million building at 2728 Euclid avenue beginning Aug. 1. Offices to be consolidated will include the agency, group, district claims and district mortgage loan offices. The contemporary five-story structure, of aluminum and glass window wall construction, features drive-in first floor parking, automatic elevators and complete air conditioning. The building contains 30,000 square feet of space with a frontage of 56 feet on the south side of Euclid and extends back 131 feet.

## FTC Hearing on Federal L&C Case

Examiner Hier of Federal Trade Commission was scheduled to hear this week at Battle Creek, Mich., FTC's complaint against Federal Life & Casualty.

## State Mutual 'Tops Off'



A brief "topping off" ceremony was held when the last piece of structural steel was set in place for State Mutual's new home office in Worcester. David B. Hamilton, assistant to the president, is shown placing a chromium plated bolt into the 6-ton roof girder just before it was hoisted into position. Walter F. Conlin, project manager of Turner Construction Co., and Maurice Berry of Cram & Ferguson, architects, participated. Ground was broken a year ago, erection of steel began three months ago and occupancy is expected late in 1957.

## Bankers National Life Splits Stock Two for One

Bankers National Life stockholders have reduced the par value of the capital shares from \$10 to \$2 each. Stockholders of record July 20 will receive four additional shares for each one held.

## Chamber of Commerce Retirement Booklet Suggests Life Insurance

Although many factors enter into a sound retirement plan, the key is financial planning, according to U. S. Chamber of Commerce's new booklet, *Look Forward to Your Retirement*.

The publication recommends a life insurance program prepared with the help of a qualified agent. Life insurance will protect dependents before retirement and provide a lifetime monthly income afterward.

Also suggested are a savings account, home ownership, understanding of social security provisions and knowledge of the company's pension plan.

## Equitable Honor Group Elects

Henry A. Smith, Louisville, and Edward W. Hoffmann, Milwaukee, have been chosen president and vice-president, respectively, of Equitable Society Group Millionaires' Club for 1-year terms.

Elected to the club board for 2-year terms were Eldridge Smith, Franklin, Va.; Sherwood T. Peckham, Pelham, N. Y.; Paul D. Hicks, Rye, N. Y.; Winslow F. Smith, Salt Lake City; Frederick J. Stevenson, Sewickley Heights, Pa., and T. Carl Jansen, Lima, O.

Mr. Smith, a 12-time qualifier, has been with the company since 1921. Mr. Hoffmann joined the company in 1937 and has qualified 16 times. They were named officers by the club's board.

## Toledo Elects Johnson President

Toledo Assn. of Life Underwriters has elected Walter J. Johnson, Aetna Life, president; Donald W. Warner, Mutual Benefit Life, 1st vice-president; Leslie Black, Connecticut Mutual, 2nd vice-president, and Floyd C. Baldwin, Mutual of New York, treasurer.

# COMMONWEALTH LIFE

## INSURANCE COMPANY

Commonwealth Leaders

Prepare For

1956 Convention

In Washington, D. C.



HOME OFFICE:

Commonwealth Building  
Louisville

The Tallest, Finest Office  
Building in Kentucky

## OASI Disability Benefits Seen as A&S Sales Angle

(CONTINUED FROM PAGE 1)

it as competition for private insurance, because not a great deal of this kind of insurance is sold. It is probably the extensions that cause the concern.

Possibilities of social security disability as a stimulant to sales of private coverage closely parallel the use of OASI death and retirement benefits and the dovetailing of them with private life insurance and retirement plans. There is a parallel, too, in the fact that as long as benefits are kept modest they highlight the need for additional coverage from private sources but an increase to where they provide comfortable living standards can have a stifling effect on regular life insurance sales.

One aspect of the OASI disability plan that causes concern is the vagueness of the definition of disability as contained in the bill. It is so highly subjective and capable of widely differing interpretations that decisions could be far more lax than under the disability provisions in A&S and life policies. There could well be a tendency for the courts to be swayed by decisions given under social security disability to the extent that insurers would be forced to ease their definitions considerably. At the least there would be a strong urge for a person collecting disability under OASI to try to show that he was also disabled enough to collect on his private insurance.

## National Union of D.C. Elects Life Agent As Its President

Raymond A. DuFour, general agent of Pacific Mutual Life in Washington, D. C., has been elected president of National Union, a fire and casualty company, to succeed Alfred H. Lawson, elected chairman.

Mr. DuFour's agency is marking its 50th anniversary this year. Mr. DuFour is a founder and past-president of District of Columbia Life In-

surance & Trust Council and is vice-president of District of Columbia Life Underwriters Assn.

The company is planning to expand from the fire to the multiple line field, anticipating a large increase in its present capitalization of \$300,000.

**Connecticut General Life** has moved its Buffalo office from 1 West Genessee street to larger quarters on the fourth floor of the Vars building at 344 Delaware avenue.

**Union Bankers Life** of Dallas has entered Pennsylvania.

## Provident Mutual Analyzes Insurance-Paper Advertisements as Communications Medium

The value of advertising in insurance trade journals is pointed out in an article written by Robert A. Adams, public relations supervisor of Provident Mutual Life, in the June issue of *Provident Notes*, the monthly magazine for agents.

The article describes a clever new series of six Provident Mutual cartoon advertisements appearing in THE NATIONAL UNDERWRITER and other leading

insurance publications between now and next spring.

"Provident Mutual," writes Mr. Adams, "has long considered insurance journals a fine means of transmitting to an interested and special audience all sorts of information about our organization, its plans, equipment and services. The care with which new releases and advertising campaigns are handled by the editors and the splendid cooperation given to all companies leads us to conclude that the insurance press is a valuable asset to the business."

Insurance publications provide readers an adequate means of keeping alert to new lines and developments, and the editors spend considerable time providing statistical information and unbiased comparative figures, Mr. Adams continues. As a result, the journals are widely read and accepted by most of the life insurance fraternity.

Provident Mutual has long used full page advertisements specifically prepared for insurance publications. The ads have produced awards of excellence and apparently have done the task for which they were intended, Mr. Adams said.

This year, added emphasis was put on the Provident Mutual way of doing things. The cartoon treatment was used to avoid stuffiness. Robert Day, whose work has appeared in numerous popular magazines, was selected to draw the cartoons.

The first ad in the series has already appeared and a number of enthusiastic comments have been made. Mr. Adams reported. He listed the schedule of insertions to let agents know when and in what journals the advertisements will appear.

## Met Offers New Plans for Disability Income

Metropolitan Life has introduced two new disability income plans which are non-cancellable and guaranteed renewable to age 65.

One, the extended disability income policy, provides a monthly payment for total disability from either accident or sickness, with full benefits for the first two years, followed by half benefits to age 65. There is a principal sum for accidental loss of life, limbs or sight, and a waiver of premium for total disabilities lasting more than 90 days. Available with elimination periods of 14, 30, 90 and 180 days, it also is offered in most states with an elimination period of one year, with full benefits during the next five years of disability, followed by half benefits to age 65.

The second plan is the personal accident policy, providing lifetime coverage from the first day of total disability caused by accident, and partial disability benefits for a maximum of six months.

A third non-cancellable disability income policy, previously available with an elimination period of 90 days, also now is offered with a 30-day elimination period. This policy provides lifetime payments for total disabilities caused by accident, and for a maximum of five years for those caused by sickness.

Minimum monthly benefits under all these plans are \$150, and the maximum is \$500. Principal sums payable for loss of life, limbs or sight range from \$7,500 to \$30,000.

North Central Life of St. Paul has been licensed to write A&S in Arizona and California.

# BUILDING A REPUTATION

No company can afford to be indifferent to the reputation that it has in the business. In insurance, reputation may be defined as being what is believed and said about a company. Whether it is realized or not, a company is making either a good, bad or indifferent reputation for itself every day, week, month and year it is in business. That is, confidence in future performance depends upon knowledge of past performance, and so this matter of establishing a reputation is a continuous process.

But honesty, integrity, financial stability, fair treatment of policyholders, attractive sales aids, modern coverages and a thoroughly satisfying agency set-up are not in themselves enough. All of these factors must be made known, publicized, which is to say advertised. And the advertising, like the building of the reputation itself, must be regular, consistent and continuous. Don't try to do it quickly, in a hurry. There is no short cut.

## The NATIONAL UNDERWRITER

Largest Circulation of Any Weekly Insurance Newspaper





## Kennedy Nominated for LAA Presidency

Henry M. Kennedy, director of advertising and publications of Prudential, has been nominated for president of Life Insurance Advertisers Assn. to succeed Al B. Richardson, vice-president for public relations of Life of Georgia. Mr. Kennedy is currently vice-president of LAA.



H. M. Kennedy

Other nominees are Morgan S. Crockford, secretary of Excelsior Life of Toronto, for vice-president; Joseph M. Locke, supervisor of publications of Gulf Life, secretary; Richard S. Haggman, director of public relations of Kansas City Life, treasurer, and Paul Duling, director of sales promotion of Postal Life, editor.

Nominated for the executive committee were L. Russell Blanchard, sales promotion manager of Paul Revere Life; John L. Briggs, director of public relations and advertising of Southland Life; William L. Camp III, supervisor of publications of Connecticut Mutual; Harry E. Nelson, director of public relations of Life & Casualty of Tennessee, and Stanley M. Richman, vice-president of General American Life.

The election will be held at the annual meeting Sept. 24-26 in the Jung hotel, New Orleans. The nominating committee is headed by A. H. Thiemann, 2nd vice-president of New York Life.

## Small Companies Slate 2nd Conference in Texas

The second annual small company conference, sponsored by Southern Methodist Institute, will be held Jan. 7-11, 1957, at the Statler Hilton hotel, Dallas. There will be fewer speakers at this conference than at the last one and fewer subjects will be covered.

## Having An "Appy" Time



A total of 538 applications for life insurance together with a large number of special birthday candles greeted Raymond J. Wetterlund, chairman of the board of Washington National, on his recent birthday. Members of the field force sent their birthday greetings to Mr. Wetterlund in the form of an application, or birthday candle.

but those subjects will be explored more thoroughly.

Topics for discussion will include special policies, investments, agency problems, home office administration, public relations, reinsurance, and A&S problems.

## Win Great Southern Scholarships

Winners of Great Southern Life college scholarships for 1956 are Glen R. Luchau, 18, son of Walter Luchau, Great Southern agent at Weatherford, Okla., and D. Kent Meyers, 18, son of Stewart E. Meyers, Oklahoma City manager for the company.

## United L. & A. Offers Life and A&S Package

United Life & Accident has introduced a package plan which includes life and non-cancellable A&S disability with optional hospital and nurse rider and optional waiver of premium and double and triple indemnity.

The A&S disability and accident disability are offered with a choice of 24 or 60-month benefit periods. The accident disability is issued only with first-day coverage. A&S disability is issued with a choice of 7, 14, or 30-day elimination periods. Accident coverage

from the first day is available with any of the three for an extra premium. The package will be issued with any life plans except single premium and juvenile.

## Insurer Lists Wis. Group Total

The 1955 business of life companies in Wisconsin, published in the May 18 issue, listed the group insurance in force figure for Mutual Service Life of St. Paul as \$1,082,435. This, in fact, is the amount of group the company wrote in Wisconsin in 1955. The company's group in force in Wisconsin at the end of 1955 was \$10,076,886.



**if you want action instead of promises . . . check into this two-fisted, money-making proposal for GENERAL AGENTS and BROKERS**

## LET US SPELL IT OUT . . .

### More Competitive

L.I.C.A. Policies are replete with unusual selling features. For instance — the L.I.C.A. DIAMOND — an endowment that has a \$1,200 cash value per \$1,000 face amount guaranteed at 65 . . . returns all premiums paid in addition to face amount death benefit during period (20 years) in which premiums are paid.

### More Merchandising

A hard-hitting, sales producing program from "mail to sale". The modern, up-to-the-minute aids we furnish are tested and proved for powerful selling force. Everything furnished to you without charge.

### More Advertising

We help you develop sales potential through local advertising, direct mail, quality-lead programs. This is not a sporadic, hit or miss effort but a consistent, result-getting plan paid for by L.I.C.A.

### More Contracts

10 pay Life • 20 pay Life • 30 pay Life • Life paid at 65 • modified Life • whole Life • preferred Life • double protection • 5 types of endowment • 2 types of retirement • 9 juvenile plans • mortgage policy • convertible term • accident and health • Hospitalization.

### More Financing

We have an outstanding financing plan — provide substantial cash subsidy for those who can qualify. We give you the backing and whole-hearted support for positive success.

### More Money For You

This is truly a "ground floor" opportunity. L.I.C.A. is committed to a vigorous program of agency building, with outstanding opportunities for both types of general agents — producing and organizing. And of course wonderful brokerage and surplus agreements. You can make money with L.I.C.A.

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## Variable Life Insurance Next? Plan Awaits Only Green Light from Courts

So few individual annuities have been sold over the years, except for a sales bulge during the 1930s when returns were unrealistically high, that many insurance people have wondered, why all the interest in variable annuities—if so few people buy them, what's the difference whether the annuities vary or hold still?

One answer of course is that the attraction of an annuity that would keep pace with the dollar's purchasing power would make annuities attractive again. Another is that the big sale for variable annuities will probably be on a group basis, permitting life companies to compete on better terms with trusted pension plans.

But in addition to all this, much of the interest—and the alarm—stems from the possibility of widespread application of the variable annuity principle to life insurance proceeds. This was brought up by President Frederick W. Ecker of Metropolitan Life in his testimony at the recent New Jersey senate hearing on three pending variable annuity bills sought by Prudential. Mr. Ecker viewed the possibility of anything along the lines of "variable life insurance" as extremely undesirable and cited this as a reason for rejecting the New Jersey bills.

As a matter of fact, a variable endowment policy is all ready to be marketed by American Life Insurance Association of Bridgeport, Conn., just as soon as certain questions about it are resolved in the state supreme court through a joint action instituted by the insurance department and American Life.

American Life has worked out a variable endowment policy that is variable not only in the amount of endowment, but also the life insurance prior to maturity is variable in the sense that the amount increases each year, even though there is a minimum

guarantee. The increase is effected through a refund-of-premium feature which is an integral part of the policy, and also the payment of the cash value in the event of death as an addition to the guaranteed face amount of the policy.

The premium income is placed in a special fund and is then invested in diversified common stocks and other legal, equity-type securities with growth potentials.

These investments, although fluctuating in their dollar value, have always shared in the growth of American industry and, according to American Life, can earn more than twice as much as high-grade bonds. Also, the variations in the dollar value of the fund's assets, closely paralleling the changes in the cost of living, tend to serve as a hedge against inflation by preserving the purchasing power of the invested dollars which stand behind the variable endowment units.

When the redemption value of the units becomes payable upon maturity or cash surrender, or if the beneficiary is to receive a death benefit, the association will pay the proceeds, either in a fixed-dollar lump sum or else in one of several settlement options that will be available either for fixed dollars or for the variable annuity to continue the advantages of the variable endowment plans.

American Life points out that under the conventional endowment policy the beneficiary receives, in effect, the accumulated cash reserves with a varying amount of additional death benefit to equal the face amount of the policy. With the variable endowment policy, the amount of death benefit is level throughout the contract and in case of death therefore the beneficiary will not only receive the fixed-dollar face amount but also the redemption value of the accumulated endowments which

until then provided for the non-forfeiture benefits.

While in fixed-dollar endowment policies, the cash, paid up, or extended insurance values are stated for specific dollar sums or periods, they necessarily depend on variable endowment plans on the current value of the accumulated endowments units.

All other differences between fixed-dollar and variable endowment contracts originate in the fact that the investments for the latter policies are made in securities with greater fluctuations and growth potentials rather than in low-yielding fixed-dollar values such as bonds.

Suitable programming may be arranged through maturity dates in 10, 15 or 20 years and also endowments at age 55 or 65. There is a package plan available with automatic accidental death benefits and all special riders for additional protection may be attached to the variable endowment plan.

Disability waiver of premium is available. Completion of the investment program is assured and premiums will be waived if the insured becomes permanently disabled prior to maturity date of the endowment.

The conventional endowment policy with the fixed number of dollars may be combined with the advantages of the variable endowment plan.

No interest will be charged on the policy loans, the only cost being a one-time service fee.

Policyholders are informed once every three months as to the redemption value of the variable endowment units. All variable endowment policies are issued on the participating basis.

The variable endowment plan will be available to men or women from ages zero to 55 and consideration will be given to substandard risks up to 1,000%.

## Holgar Johnson Pays Tribute to Western Life

HELENA, MONT.—The growth of life insurance in the west is a good example of the dynamic progress the American people continue to make in raising their sights, both culturally and economically, Holgar J. Johnson, president of Institute of Life Insurance, said here at the dedication of Western Life's new building.

Mr. Johnson paid tribute to the men who founded Western Life in 1910, pointing out that the company is moving to its third home office building in 46 years. The company has more than \$300 million of insurance in force and more than \$71 million in assets. Since 1910, the company has paid policy benefits or held in trust for policyholders and beneficiaries a total of \$105 million. Western Life does business in 11 states and in Alaska.

Western Life, the institute president said, more than doubled its business between 1935 and 1945 and then tripled its volume in the next decade, resulting in more than a seven-fold increase in 20 years. He explained that this is even a better gain than the six-fold increase other life companies enjoyed in the mountain and Pacific states region between 1935 and 1955. It is far in excess of the almost four-fold increase for the country as a whole, he said.

"Certainly in our business," Mr. Johnson said, "we can see the attraction of the west, then and now, for millions of Americans—not only in scenery but also in the opportunity pic-

## Occidental Cuts Cake on 50th Anniversary

Occidental Life of California concluded its 50th year in business June 30, with \$6.4 billion of insurance in force, an increase of more than \$320 million for the first half of this year.



One of the highlights of Occidental Life of California's 50th anniversary celebration was a cake cutting ceremony at Los Angeles, led by President Horace W. Brower, left, assisted by the company's newest employee, Sandra McDowell, and 44-year veteran, Leo Dowling.

The company's in-force figure has roughly doubled in size every four years since its founding in 1906. At the end of the company's first year of business, total in-force was \$602,000 and policyholders numbered 130.

More than 1,600 home office employees celebrated the anniversary date by participating in traditional cake cutting ceremonies at Los Angeles.

Key figures at the ceremony were President Horace W. Brower, assisted by Leo Dowling, life underwriting associate manager, who with 44 years service, is the company's oldest employee, and Sandra McDowell, 19, newest employee.

Mr. Johnson predicted another good year for life insurance, ownership of which at the beginning of the year amounted to about \$375 billion. He spoke not only of the individual planning represented by this ownership, but also the important part it plays in the national economy, with people's savings so vital in maintaining the flow of capital for investment. He pointed out that policy owners participate through their companies, in a multitude of activities they otherwise might not, and at the same time equip themselves personally with an anchor they might never need to use in an emergency but which may count as essential to any man's ship.

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## '56 Unique Manual Gives Latest Figures on 1,101 Companies

With the latest facts and figures on the almost unbelievable total of 1,101 legal reserve life companies, and the broadest scope of subjects treated in any single life insurance reference source, the new 1956 *Unique Manual of Life Insurance*, was published recently by the National Underwriter Co. This widely used authority—now in its 58th annual edition—provides up-to-date answers to practically any question about a life company or its life policies, that any field man is likely to want or need in his daily work. Its 1,576 pages are divided into two major sections—the first of which is devoted to policy contracts, rates, values, settlement options, dividends, etc., which are presented in great detail for some 250 companies. Following this policy information, to which nearly 1,000 pages are devoted, come the National Underwriter Reports. Here are presented the official, significant facts and figures concerning the life companies, and it is in this section of course where the great increase in number of companies has occurred.

In this large section of reports on the companies, which has two divisions, the latest annual settlement figures on 1,101 legal reserve companies are shown. For all the major companies, all factual information of consequence is given in great detail. For companies with less than \$10 million in force, of which there are now about 550, briefer facts are presented. Some 330 of these brief exhibits cover companies that are not shown in any other similar reference publication.

Practically every page of the Unique Manual has changed since the publication of the 1955 edition. There are higher dividends and interest rates and lower premiums, especially for term and disability. Many additional special plans have been introduced, including those with high minimum amounts. Policies are now issued at older ages and have been improved at the younger ages. The many liberalizations include the underwriting of pilots, the issuance of insurance on women and use of higher limits. A great many important changes, which have been made since publication of the smaller reference books that came out earlier in the year, are also reflected in the new Unique Manual.

In the first major section of the

Unique Manual, where the latest policy provisions, rates, values, dividends and settlement options are shown, all of the information is presented in an easy-to-use, standardized arrangement. Here alone is provided much more rate, value and cost data, than offered in any other life insurance reference book published. There are many important sub-sections covering special subjects, such as the details concerning juvenile insurance, single premium rates, immediate annuities (including joint and survivor), industrial policies, reserve figures, and settlement option incomes payable on both current and former policy issues. One sub-section of some 100 pages gives a complete list of all policy forms not shown on the regular rate pages, shown with illustrative rates and explanations. More than 10,000 different contracts are treated in this sub-section alone.

It is in the first division of the company report section, where all the major companies are shown, that one finds all the important facts of a company's corporate history, its reinsurances if any, the development of its capital, its dividends to stockholders and policyholders, its agency organizations, its officers, retirement plans for its agents, what it writes and where it operates. Here also are presented its "Statistics by Years", illustrating the growth of the company and other significant factors in its development and current position. An analysis of the company's business in force and a detailed showing of its reserves at various interest rates precedes an extremely thorough and revealing synopsis of its latest annual statement. The statement figures shown include such items as an analysis of its assets, a detailed summary of its operations, the derivation of its surplus, its gains from operations and many other significant items.

Following the statement figures is a paragraph devoted to its "bonds", the yield, and amounts of various classes. Similar paragraphs are provided concerning the company's "stocks", "mortgages," and its "real estate." Closing the company's exhibit are seven "analytical ratios."

Large, medium-size and small companies are all treated in this widely-used "standard of authority." There is even a special listing of companies that have gone out of business, changed their name, or merged since 1920. Another special table ranks 1,026 companies, according to insurance in force, and many other unusual features too numerous to list except in a complete index, are also provided in this amazingly comprehensive reference book.

The entire volume is carefully indexed by topics and by companies. Advance orders are now being delivered. Extra copies for early delivery may be ordered from the National Underwriter Co., statistical division, 420 East Fourth Street, Cincinnati, or any National Underwriter office. The single-copy price is \$14, plus postage.

### Spoolstra Joins Actuarial Firm

Peter C. Spoolstra has joined Haight, Davis & Haight, Inc., consulting actuaries of Indianapolis and Omaha. He previously was actuarial assistant for American United Life.

### Maccabees Annual Report Wins Award for 4th Year

Maccabees has won, for the fourth consecutive year, a merit award for its annual report. The award was given by *Financial World* which surveyed 5,000 annual reports before picking the winners. The annual report survey conducted by *Financial World* was originated to encourage corporations to make their reports attractive, interesting and understandable. The reports are judged from the standpoint of content, typography and format. D. A. Talucci is public relations director for Maccabees.



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## Results for First Six Months Given

	1956 New Life Ins. Bus. \$	1955 New Life Ins. Bus. \$	1956 In Force Inc. \$	1955 In Force Inc. \$
American National Life	237,592,389	267,090,706	105,527,664	152,602,109
Amicable Life	19,536,771	21,635,676	7,648,944	11,739,979
Baltimore Life	10,995,538	10,451,702	5,182,321	5,482,780
Boston Life, Iowa	113,360,158	94,948,841	82,672,472	60,270,945
Central Life, Iowa	81,167,537	6,092,140	74,837,139	910,745
Columbus Mutual Life	29,287,036	25,714,617	16,632,146	13,619,048
Commonwealth Life	107,639,805	102,386,553	52,633,095	51,763,972
Crown Life	124,632,527	108,341,320	91,404,294	75,610,005
Cuna Mutual	3,799,075	4,421,101	3,113,855	3,903,116
Dominion Life	41,027,771	40,567,455	25,324,428	25,301,627
Franklin Life	305,156,524	233,257,893	183,363,652	129,077,884
Imperial Life, Canada	56,903,541	46,478,021	40,862,105	12,442,231
Indianapolis Life	24,196,493	20,910,589	11,825,947	11,225,979
John Hancock	941,235,305	830,090,808	527,129,417	644,217,365
London Life	253,479,612	224,079,177	212,018,700	158,716,370
Manhattan Life	88,316,935	66,836,742	73,294,067	52,242,687
Monumental Life	61,819,000	50,542,000	26,850,000	24,300,000
Ohio National Life	68,134,351	55,081,982	39,701,934	27,670,759
National Life of Vermont	105,790,208	104,520,260	69,588,825	67,731,275
Northwestern National Life	82,981,874	73,602,993	66,900,523	48,903,168
Philadelphia Life	37,328,243	31,463,857	22,637,672	18,773,098
Phoenix Mutual Life	102,129,304	77,529,406	64,722,443	39,814,390
Protective Life	38,256,650	60,097,401	36,851,670	50,747,125
Provident Mutual Life	89,707,553	83,432,929	38,184,893	34,563,283
Security Mutual, Binghamton	26,124,132	25,237,035	1,633,277	23,370,220
Shenandoah Life	24,728,797	12,521,494	14,012,922	4,876,575
Standard of Oregon	55,932,941	23,124,319	51,687,941	16,044,708
Union Central Life	135,569,622	135,257,354	85,399,372	88,314,232
In addition, revivals and increases amounted to	\$6,321,149;	\$728,102;	\$7,287,620;	\$3,680,885.
*For ordinary business only.				

## \$5 Million Grant Lets Teachers Give Disability, Medical

Ford Foundation has appropriated \$5 million to Teachers Insurance & Annuity Assn. to provide disability income and major medical expense plans for college staff members in the U. S. and Canada before the end of the year.

Colleges will be able to set up disability income plans financed by premiums paid jointly by the schools and their employees. An insured who becomes totally disabled may receive monthly income up to half salary.

Benefits would begin after six months of total disability and continue during disability to age 65. If colleges also have TIAA retirement plans, annuity premiums may be waived during disability so that annuity income begins for insured at age 65.

The major medical plan will reimburse insured for covered medical expenses up to \$5,000, \$10,000 or \$15,000 maximums as chosen by the college. The school may pay the full premium or share it with insured. The plan, covering dependents, will help pay hospital accommodations and services, surgery, other general medical expenses like out-of-hospital costs, doctors' fees and medicines. There are deductible and coinsurance clauses.

The foundation's appropriation covers development costs, initial surplus and contingency funds for the new plans. Premium payments will finance the long range program.

The decision to add these coverages resulted from a survey which showed

that colleges want to protect their staffs against the financial hazards of total long term disability, medical and surgical expenses. The plans were designed along lines suggested by the colleges as most appropriate for their needs.

The plans are expected to help attract talent to college staffs by providing added economic security.

## LUTC to Launch New Nationwide A&S Classes

Life Underwriter Training Council will expand its A&S sales training program on a nationwide basis early in 1957.

The success of 24 A&S classes in 18 communities prompted the board to launch classes throughout the U. S. Methods of organizing A&S classes will parallel the organization of life classes, but their formation will be postponed until life classes are underway.

It is expected that 125 or more 12-week classes will begin the week of Feb. 11 and continue until final examinations in May. Classes will be 2½ hours per week, led by agents skilled in selling life and disability coverages. The \$40 tuition fee will cover all costs.

The course will cover the history of A&S and its relationship to life insurance, business A&S, taxation and A&S, group, programming with A&S, prospecting, sales presentations and closing. The case and project method of classroom participation will be used.

Gene P. Archer, assistant actuary for Southland Life, has earned the designation of Fellow in Society of Actuaries. Mr. Archer has been with Southland Life since 1952. He started in the business in 1949 in the actuarial department of Aetna Life.

## N. Y. Life Names Lyons and Thomson Agency Dept. V-Ps

Leland F. Lyons and Andrew H. Thomson have been elected vice-presidents in the agency department of New York Life.



L. F. Lyons



A. H. Thomson

Mr. Lyons, who has been field vice-president of the greater New York division, will direct sales management training activities and home office supervision of the east central, north central and northwestern divisions.

Mr. Thomson, who has been a 2nd vice-president, will direct all sales development activities including ordinary, A&S, brokerage, employees' protection plan, and agency group sales.

Mr. Lyons joined the company at Watertown, N. Y., in 1927, became assistant manager at Albany and later served as manager at Watertown, Birmingham, Buffalo, Boston and Philadelphia, assistant vice-president in charge of group sales, field vice-president of the northeastern division and of the Greater New York division.

Mr. Lyons, a CLU, is past president

of the Buffalo and Philadelphia General Agents & Managers Assns.

Mr. Thomson joined the company at Butte, Mont., in 1930 and entered the field four years later, becoming assistant manager at Pittsburgh, and manager at Youngstown, director of agency training, director of management training, director of sales promotion, assistant vice-president, western regional superintendent of agencies at St. Louis, and 2nd vice-president. Mr. Thomson, a CLU, is past president of the Youngstown and Billings Assns. of Life Underwriters.

## Nationwide Life Decides Against Decentralization

Nationwide Life will continue its home office at Columbus in the same building with Nationwide Mutual and Nationwide Mutual Fire, employees were told in the company house organ last week. The decision to continue on a centralized basis developed after studies indicating that a move at this time would be uneconomical, Howard Hutchinson, vice-president, said. The centralized operations will enable the company to make maximum use of the electronic equipment and put it "in better position for any merger that might become feasible upon purchase of other companies by Nationwide Corp."

## Williams to Draft New Guatemala Insurance Code

Robert D. Williams of the Seattle law firm of Williams & Williams has been retained in connection with the drafting of new insurance code for Guatemala. He is an old hand at revising and drafting insurance codes. The Guatemalan invitation was extended through the United States.

Signing the contract under which Union Central Life is underwriting the doctors of Health Insurance Plan of Greater New York. Seated, from left, William Reid, chairman of H.I.P., President John Lloyd of Union Central Life, and Howard B. MacAdams, vice-president First National City Bank of New York. Standing, Earl H. Whitney, director of group and pension for the Union Central's Knight agency.



cy, which wrote the case; George Cooper of the Knight agency, specialist in plans for doctors; and Charles N. Barton, president of the agency, who shepherded the case through to its successful conclusion.

## Auto Accidents Contribute to Slightly Higher 1956 Death Rate

The death rate among life policyholders appeared to run slightly higher in the first half, with the worst showing among accidents, especially those involving automobiles, according to Institute of Life Insurance.

The best showing was in field of tuberculosis, where a new low death rate was indicated. Most other diseases showed relatively little change. Generally, 1956 looks like a good health year, not materially changed from the level of recent years, the institute said.

General American Life's first president's club convention was held in St. Louis and included five days of entertainment and sightseeing. Seventy-five salesmen attended the "all fun-no work" convention.

## MANAGEMENT CONSULTANTS

### O'TOOLE ASSOCIATES Management Consultants To Insurance Companies

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### BOWLES, ANDREWS & TOWNE ACTUARIES

Insurance Company  
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RICHMOND ATLANTA NEW YORK



from **FIDELITY**  
A WELL-BALANCED COMPANY

## New Business For First Half Sets All-Time Record

New business for the first six months of 1956 reached an all-time high of \$59,589,747.

This represents a 12.6% increase over the first six months of last year, which was the previous high for the company.

Life Insurance in force as of

June 30, 1956 was \$966,602,482.



**The FIDELITY MUTUAL LIFE INSURANCE COMPANY**  
THE PARKWAY AT FAIRMOUNT AVENUE  
PHILADELPHIA • PENNSYLVANIA



JULY 27, 1956

The NATIONAL UNDERWRITER

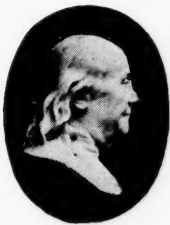
# a *really* low cost plan

ILLUSTRATION  
AGE 30....\$100,000  
Annual Premium \$1,401.<sup>00</sup>

If you die at age 60, for example,  
your beneficiary will receive  
face amount of the plan \$100,000  
PLUS return of all premiums 42,030  
Total \$142,030

Waiver of Premium  
and Double Indemnity  
benefits can be added  
at small additional  
cost. These, too, can  
be converted

Franklin's SUPER 65 offers attractive  
conversion privileges with no  
physical examination required.  
To illustrate: If at age 60 you  
need continuing protection beyond  
65, you actually have 20% more  
guaranteed insurability than at  
age 30 — or \$120,000<sup>00</sup>!



## FRANKLIN LIFE INSURANCE COMPANY

DISTINGUISHED SERVICE SINCE 1854 CHAS. E. BECKER, Pres. SPRINGFIELD, ILLINOIS

The largest legal reserve stock life insurance  
company in the U.S. devoted exclusively to the  
underwriting of Ordinary and Annuity plans

Your local Franklin representative  
will gladly supply full information  
on this and other exclusive  
Franklin Contracts.

Franklin Life Insurance Company  
Dept. F. Springfield, Illinois  
Please send me, without obligation, full information on your new "Super 65" plan.

NAME \_\_\_\_\_

DATE OF BIRTH \_\_\_\_\_

STREET \_\_\_\_\_

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STATE \_\_\_\_\_

Please Print

This advertisement appeared in July issues of Time, Newsweek, U.S. News and World Report and Forbes

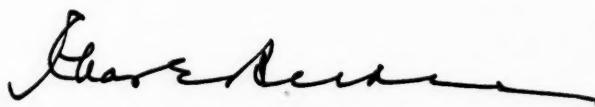
# another Franklin exclusive...

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The accompanying reprint of an attention-getting full page advertisement announces another addition to Franklin's famed group of Exclusive contracts... the SUPER 65.

The SUPER 65 was designed for, and is ideally suited to the needs of the family man who requires protection in substantial amounts, but is conscious of cost.

This great new contract, together with other Franklin Exclusives, the President's Protective Investment Plan, Junior Insured Savings Plan, Guaranteed Life Annuity, and Home Protector have made the two billion dollar Franklin Life the largest legal reserve stock life insurance company in the United States devoted exclusively to the underwriting of Ordinary and Annuity Plans.



CHAS. E. BECKER, President

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## Sales Ideas That Work

### Coakley Stays Out of Office and Spends Maximum Amount of Time on Sales Track to Sell a Million

The best way to make sure of making the Million Dollar Round Table year after year is to shun the office almost as if were a plague spot and instead stay out in the field seeing prospects, clients and centers of influence, Daniel H. Coakley, New York Life, Boston, has learned. Learned the hard way, it might be added, for it wasn't until he started staying away from the office that he began to feel confident of making the MDRT on a continuous basis. Not only has he kept on making the Round Table but he was a speaker at last year's meeting.

Because he likes to work hard only five days a week and take plenty of time off in the summer, Mr. Coakley concentrates all his work and abilities into a relatively few hours a week. He does this by highly selective prospecting and refusing to waste time on people not interested in what he has to sell.

Qualifying for the MDRT first in 1947, the year after he entered the business, Mr. Coakley spent so much of his early career in the office that, looking back at the first five or six years, he wonders how he continued to make the Round Table. He decided in 1951 to stay out of the office "even if it killed" him. His applications and volume doubled the following year. That convinced him that all he needed to do to guarantee MDRT membership was stay out of the office. He now qualifies by June or July at the latest instead of the last day of the year.

A typical day's schedule for Mr. Coakley begins shortly before 9 a.m. when he telephones from home for appointments that day or week. Between 10 a.m. and 12:30 p.m. he has appointments or visits policyholders just to say "hello." He lunches three or four days a week with prospects or centers of influence.

He telephones his office at midday to see if there are any papers to be signed or if he must go to the office. His secretary often meets him at a hotel where he signs documents and dictates letters. This way, he saves an hour or an hour and a half that would have been spent in driving to the office and finding a place to park.

He continues his appointments and drop-in calls from 2 to 4:30 or 5 p.m. He keeps in constant telephone touch with his office for incoming calls or

things he must do. This enables him to spend a great deal of time in the field.

When he is outside with some free time, Mr. Coakley usually goes to a restaurant where he spends up to an hour reading insurance publications and making telephone calls from a pay booth. He finds this makes better use of spare time because he avoids the constant interruptions that occur in the office.

By listening and asking questions, he gets names of a substantial number of people, acquaintances or strangers, then learns as much as possible about them. After mailing them a monthly tax letter for six months to a year, he telephones for appointments. Many call him by his first name, even though they've never seen him. This, of course, makes the first interview much easier.

Luncheon dates with lawyers, accountants, prospects and centers of influence, when no immediate sale is in the offing and where many topics are discussed, builds prestige for him, Mr. Coakley finds.

He urges a lot of reading to keep up with progress in the business and concentrates on articles directly or indirectly applying to his type of clientele.

The follow-through after the sale builds more prestige and creates greater friendship between agent and client than perhaps any one factor. He told how his continued efforts over a four-year period to get two clients to draw wills to coordinate their insurance caused them to praise him for his interest in putting their affairs in order after the sale. Unless an agent feels he is rendering a genuine social service, he is "very unlikely to succeed in a big way."

"My experience has been that the very same idea can be presented by 10 men, and one fellow will make the sale and nine will fail," he said. "The nine that fail in many instances, it appears to me, have lacked a creative element in the nature of their presentation."

While all agents cannot have creative minds, at least they can imitate ideas produced by men with that type of mind, he said.

This "creativity" has much to do with how Million Dollar Round Table members return year after year. By

listening to some of them, Mr. Coakley said, he obtained ideas which he used in making his own sales.

"I definitely feel as I look back over the past five years that every attendance at a round table meeting has meant \$3,000 to \$5,000 additional money in my pocket," he said.

The "constant acquisition of knowledge," the organization of oneself to get the most out of every day in sales work and the addition of "creative presentation" will lead to continued MDRT membership, he said.

## ASSOCIATIONS

### Kansas Life Agents Elect Corlett J. Cotton

Kansas Assn. of Life Underwriters has elected Corlett J. Cotton, Northwestern Mutual Life, Lawrence, president. Other officers are Cecil N. Peterson, Union Central Life, Topeka, 1st vice-president; Ernest Woleslagel, Equitable Life of Iowa, Hutchinson, 2nd vice-president; James O. Kershner, Fidelity National Life, Manhattan, 3rd vice-president, and Martin G. Miller, Mutual Life of New York, Topeka, secretary-treasurer. Ralph Willcott, Business Men's Assurance, Chanute, is national committeeman.

### N. C. Assn. Elects Hicklen President

North Carolina Assn. of Life Underwriters has elected Ed M. Hicklen, supervisor of Occidental Life of Raleigh at Burlington, president to succeed W. F. Yates Jr., general agent of Lincoln National Life at Raleigh.

Also elected were W. G. Morrison, North Carolina division manager of Life of Georgia at Charlotte, 1st vice-president, and Joel G. Barham, district manager of Life of Virginia at Asheville, 2nd vice-president. Chosen area vice-presidents were Tom James, Equitable Society, Wilmington; James S. Rogers, manager of Jefferson Standard Life at Burlington; Robert L. Thurston, Connecticut General, Greensboro, and Archie B. Carroll, general agent of New England Life at Charlotte.

### Atlanta Elects Cook

Atlanta Assn. of Life Underwriters has elected J. R. Cook, Life of Virginia, president to succeed James M. Thurman, Penn Mutual.

Also elected were Charles S. Motz, Massachusetts Mutual, 1st vice-president; John M. Law, Northwestern Mutual, 2nd vice-president; John Humphries, Massachusetts Mutual, treasurer, and B. A. Mobley, Bankers Health & Life, secretary. Elected directors were Ed Hutchinson, Life of Georgia; James T. Mills, Connecticut Mutual; Ed Mattingly, Guardian Life; Adrian Morris, Metropolitan Life; Frank M. Aker's Jr., Prudential, and Charles Everett Provident Mutual.

### Metzger, Neveux Misidentified

The picture in the July 6 issue showing Nelson T. Parker, the new Virginia commissioner, indicated that the two men with him were the new president and a past president of the Virginia Assn. of Life Underwriters. Actually, Nathan Metzger, Union Mutual Life, is the new president of the Richmond, not the state, association and A. L. Neveux Jr., Fidelity Mutual, the third man in the picture, is past president of the Richmond association.

San Francisco—Jack White, Prudential manager at Los Angeles and trustee of NALU, addressed a June breakfast meeting and presented quality awards to 118 members of the association.

Your Mutual  
Benefit Life  
Man says:



"Life  
insurance is  
like a suit—  
unless it  
fits—the  
client won't  
be happy."

"Fitting" life insurance to the individual's needs is the foremost Mutual Benefit Life philosophy. And it's one that's shared by every Mutual Benefit Life agent. It means more study, more training and more service to the client. But it also means "happy" clients—and more success, as in the case of Mrs. Zerline L. Williams of Charleston, S.C., whose clientele has grown by leaps and bounds right from the beginning. The Mutual Benefit Life Insurance Company, Newark, New Jersey.



Have up to \$100,000 NOW

YOU...a Life Underwriter or General Agent...can quickly and confidentially borrow from \$2,000 to \$100,000 on your vested Life Insurance renewals now...in a lump sum...through our new exclusive, low bank interest rate service.

- For additional working capital. For business expansion.
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Write or call now for complete, confidential information on this new, exclusive service.

**Renewal Guaranty Corporation**

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**Wichita Branch:**  
212 No. Broadway  
AMherst 2-0572  
Wichita, Kansas

**St. Louis Branch:**  
3537 So. Kingshighway Blvd.  
Vernon 2-2640  
St. Louis 9, Missouri

## EDITORIAL COMMENT

### What Shall We Call the EDPM?

The rapidly increasing use of electronic data processing machines has intensified a curious though not very important problem. The problem is simply: What do you call these machines?

"Electronic data processing machine" is obviously much too much of a mouthful as a generic term for everyday use. It would be like calling an automobile a self-propelling passenger-carrying mechanism.

It's a pity that whoever applied the term "electronic data processing machine" to this type of mechanism didn't foresee the need for a short title and choose words whose initials would constitute a handy nickname. "EDPM" is not only unpronounceable but even defies ingenious efforts to twist it into something pronounceable, like Fannie Mae for FNMA, the Federal National Mortgage Assn. And, unfortunately the term "electronic data processing machine" has such limited currency except among the specialists that nearly everyone else would have little or no idea what the initials stand for.

We were reminded of this problem recently by a letter from Remington Rand courteously reminding us that the word "Univac" is a registered trademark of Remington Rand, that it should always be capitalized, should be used only to describe Remington Rand machines, and should be preceded by the words "Remington Rand." Actually Remington Rand is in the

unusual position of having thought up such a catchy name for its EDPM that the general public has latched on to it and pretty much made it the layman term for every kind of electronic calculator. The same sort of thing happened to Dictaphone, Kodak, and Teletype. All of these are registered trademarks that have come to be thought of by the public as common nouns.

Incidentally, among the nontechnicians there is quite a widespread illusion that the "vac" at the end of "Univac" is in the name because the machine uses vacuum tubes in its operations. Actually, however, the "univ" part of the name derives from "universal" and the final two letters stand for "automatic" and "computer."

Even "electronic computer," though less cumbersome than "electronic data processing machine," leaves considerable to be desired as a generic term—it's only two words, to be sure, but they add up to seven-not-too-euphonious syllables.

Maybe the answer is to put the machine itself to work on the problem: Feed into the circuits all the factors that make for a catchy, appropriate designation and turn the machinery loose on the job of combining various letters of the alphabet into a list of possibilities from which the final choice would of course still have to be made by comparatively slow, non-electronic human brains.

### Object Lesson in Public Relations

The high regard in which President Eisenhower's press secretary, James C. Hagerty, is held by newspaper men generally adds prestige to the standing of the public relations function everywhere. And there are some worthwhile deductions to be drawn for the life insurance business, in which, as in many other businesses, there is a tremendous range in the degree of success and understanding of the nature of public relations.

Mr. Hagerty is unquestionably an outstandingly competent newspaper man and skilled at getting along with people. But essentially as those qualities are, they are only part of the story and would be fairly useless without the trust which his chief has in him. This means more than just confidence in Mr. Hagerty's ability to carry out an assigned task. It means a very large

measure of trust in his judgment of the right way to deal with the newspapers in various types of situations.

Perhaps the chief error made by top management in connection with public relations is to override the judgment of the experienced and presumably capable man who is supposed to have charge of the public relations function. Very often the top management, while yearning for the advantages that good publicity brings, has so little real faith in the proven principles of good public relations that it violates them the first time there is a conflict between them and short-range expediency. The luckless public relations man is then expected to get the company out of the resulting jam.

Mr. Hagerty's handling of the President's heart attack and later his operation were excellent examples of

following sound public relations practices in the face of what must have been a tremendous temptation to conceal and distort. As a result, there were some who thought that maybe there was more frankness than necessary but certainly there were no fantastic whispered rumors as there were during the serious illnesses of Presidents Wilson, Harding and Franklin D. Roosevelt, for example.

The truth when publicized is sometimes painful but nearly always it hurts far less than the results of trying to conceal something that will only erupt in weird distortions if attempts are made to suppress it.

## PERSONALS

**Frederic W. Ecker**, president of Metropolitan Life, has been appointed by Gov. Harriman of New York to the governor's industrial safety advisory committee.

**William B. Fahey**, vice-president of Kentucky Central Life & Accident, observed his 50th anniversary with the company this month.

**Gordon B. Jones**, assistant treasurer of John Hancock, has been elected a trustee of Colby college.

## DEATHS

**H. E. REPASS**, 62, who retired in 1950 as district manager of Imperial Life of Asheville in Winston-Salem and other cities after 35 year's service, died unexpectedly in a Winston-Salem hospital.

**MYRON E. WILLIAMS**, 49, district manager for Union Central Life at Columbus, O., died of a heart attack.

### Expect Record Crowd at NALU Convention

The national convention of National Assn. of Life Underwriters to be held in Washington Sept. 23-28 is expected to set new attendance records due to membership increases.

Florida membership is up 16% and nearing a 3,000-member goal. Texas is up 7%, with a record enrollment of 3,751. California is up 15.5%, with 7,762 members. New York, with 5,193, has exceeded last year's 4,813 at this time and its 1955 total of 5,110.

**Golden State Mutual Life** of Los Angeles has passed the \$100 million mark of insurance in force. The company was organized in 1925 by the late William Nickerson Jr., George A. Beavers Jr., now chairman, and Norman O. Houston, now president.

### Welfare Fund Unit Set Up by N. Y.: Personnel Named

A welfare fund bureau has been established by the New York department to administer the employee welfare fund law enacted by the 1956 legislature. Superintendent Holz has appointed Murray Isaacs director; Benjamin L. Tenzer counsel, and James J. Higgins, who has been with the department since 1928, chief of the examination section of the new bureau. Mr. Isaacs has been with Internal Revenue service and Mr. Tenzer a practicing attorney in New York City.

The department already has started compiling information for administration of the law, according to Superintendent Holz. More than 3,000 union locals have been requested to furnish information relating to welfare funds or pension plans which may be subject to the law. It is estimated that 700 to 800 welfare funds come within the scope of the law.

Registration forms are being processed and will be available for distribution no later than Sept. 1. with Dec. 1 the deadline for registration of funds covered by the law. This will provide a minimum of three months for completion of forms.

### Fla. Changes Date of Legislation Hearing

Commissioner Larson of Florida has changed from July 27 to Aug. 10 the date for the discussion of proposed insurance legislation at the department in Tallahassee to allow additional time for research in the preparation of material for presentation. Proposals to be discussed will be presented to the 1957 legislature.

## STOCKS

By H. W. Cornelius Bacon, Whipple & Co.  
135 S. La Salle St., Chicago, July 24, 1956

	Previous Week's Bid	Current Bid	Asked
Aetna Life .....	199	199	202
Beneficial Standard .....	29 1/4	29 1/2	30
Cal.-Western States .....	91	91	96
Colonial Life .....	115	115	120
Columbian National .....	88	90	94
Commonwealth Life .....	23 1/4	23 1/2	24
Connecticut General .....	271	276	279
Continental Assurance .....	131	134	138
Franklin Life .....	88 1/2	89 1/2	90 1/2
Great Southern Life .....	83	83	86
Gulf Life .....	32 1/2	32 3/4	33 1/4
Jefferson Standard .....	125	127	129
Kansas City Life .....	1350	1350	1375
Life & Casualty .....	37 1/2	37 1/2	38 1/2
Life Insurance Investors .....	15 1/2	15 1/2	16
Lincoln National .....	238	241	245
Missouri .....	23	23	23 1/2
National L. & A. .....	92	94 1/2	96
North American, Ill. .....	24	23 1/2	24 1/2
N. W. National Life .....	82	84	87
Ohio State Life .....	206	209	213
Old Line Life .....	61	62	66
Southland Life .....	108	108	113
Southwestern Life .....	115	110	116
Travelers .....	75 1/4	74 1/2	75 1/2
United, Ill. .....	25 1/4	25 1/2	25 3/4
U.S. Life .....	28 1/2	27 3/4	28 1/2
West Coast Life .....	47	47 1/2	49 1/2
Wisconsin National .....	51	54	57

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**SAN FRANCISCO 4, CAL.**—Flatiron Bldg., 544 Market St., Tel. Exbrook 2-3054. A. J. Wheeler, Pacific Coast Manager.

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Assistant Editors: John B. Lawrence, Jr.  
and Eloise West.

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**MINNEAPOLIS 2, MINN.**—1038 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Northwestern Manager.  
**NEW YORK 38, N. Y.**—99 John Street, Room 1103, Tel. Beekman 3-3958. J. T. Curtin and Clarence W. Hammel, New York Managers.  
**NEWARK 2, N. J.**—10 Commerce Ct., Tel. Mitchell 2-1396. John F. McCormick, Resident Manager.

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## COMPANY & AGENCY CHANGES

### Berkshire Life



J. B. Meyers

**John B. Meyers** has been appointed manager at Philadelphia. He entered the business with Mutual of New York at Philadelphia in 1954 and advanced to supervisor. He has been brokerage manager at Pittsburgh since last December.

Wright Life Counselors, Inc., of West Hempstead, Long Island, N. Y., has been appointed a general agent. It is headed by **Frank E. Wright Jr.** and is a division of the Frank E. Wright & Sons real estate agency. Other officers are **Joseph B. O'Brien**, vice-president, and **Walter R. Wright**, secretary-treasurer. The Wrights are active in civic and charitable work. Mr. O'Brien was an agent of New England Life for two years before joining Wright Life Counselors in 1954, when it was founded.

### Massachusetts Mutual

**Horace A. Quimby** and **Robert C. Albro Jr.** have been advanced to associate agency secretaries, **Allen B. Filley** to assistant agency secretary, **Carroll G. McQueen** to associate director of agency costs and **Harold L. Sullivan** to assistant director of agency costs. Mr. Quimby joined the company in 1917 and has been assistant agency secretary since 1949. Mr. Albro joined in 1931 and has been in the mortgage loan, calculation, accounting and agency departments. Mr. Filley joined the tax department in 1928 and has been in the agency department since 1945. Mr. McQueen, with the company 25 years, has been in the agency department since 1938. Mr. Sullivan, with the company since 1923, was assistant manager of the benefit and group departments before joining the agency department.

### Pacific Mutual Life

A number of changes in group administrative personnel have been made. **E. Russell Armentrout Jr.** has been appointed regional group supervisor, southern division, with offices at Atlanta where he has been group manager for the last three years. Succeeding him is **Thomas E. Allen**, a member of the Atlanta group staff since 1954.

**Phillip F. Aiken** has been appointed regional pension representative, with responsibility of group pension development in areas served by group offices at Chicago, Cincinnati, Cleveland,

Detroit, Indianapolis, Philadelphia, Newark and Washington. Mr. Aiken will maintain his headquarters at Cleveland where he has been manager since 1954. Succeeding Mr. Aiken is **R. Dean Cleveland**, who has been group manager at Portland, Ore., but previously was with the Cleveland staff. **Leonard H. Falk** has been appointed group manager at Portland, Ore. He has been at the Los Angeles group office since 1934. **John C. Edwards** has been promoted to manager of the Indianapolis group office. He was formerly assistant group manager at Chicago.

**Frederick A. Beyer** is now manager of the Cincinnati group office, moving up from assistant manager. **John J. Posthauer**, regional group supervisor, central division, is taking over supervision of the company's Cincinnati, Cleveland and Detroit group offices in addition to Chicago, Indianapolis, Kansas City and St. Louis offices already comprising his area of activity.

**Thomas E. Tennant**, formerly eastern group supervisor at Philadelphia, has been named assistant secretary of group at the home office. He joined the company in 1948 and advanced through a series of field administrative assignments. Succeeding Mr. Tennant is **John W. Craddock**, formerly group manager at Washington, D. C., where he will retain his supervisory headquarters.

### Prudential

**Frank C. Clapp**, assistant director of agencies at the Los Angeles regional home office, has been named manager at Oakland. Mr. Clapp began with the company in 1950 at Sacramento, and 17 months later was appointed division manager there. He was transferred to the Los Angeles office in 1952 as a training consultant, and later that year was appointed field training manager. A year later he was promoted to assistant director of agencies.

**George D. Gould**, formerly in charge of the Twin Falls detached office staff, has been appointed manager of the newly-established Pocatello district, which was created from existing portions of the Boise office. Mr. Gould's territory will include the south central and eastern Idaho territory of Twin Falls, Idaho Falls, Rexburg and St. Anthony. Staff managers appointed under Mr. Gould are **Willis Pressey**, **Don Nielsen** and **Dee Sharp**. Mr. Gould started with Prudential in 1932 at San Francisco.

The 36 Canadian districts have been divided into four regions and several management appointments have been made. Appointed directors of agencies are **Arthur A. Johnstone**, **William T. Green** and **J. Gerard Gauthier**, all former associate directors, and **Edwin J. Henwood**, former manager of the Peterborough district. Each man will be responsible for the activities in one region, under the over-all direction of **A. Gordon Nairn**, executive director of agencies.

Mr. Johnstone joined Prudential in Toronto in 1933 and later became regional manager for Canada, was appointed assistant director of agencies, and then associate director three years later. He is a CLU.

Mr. Green has served in London, Ottawa and Toronto. He was promoted to assistant director of agencies in 1953 and to associate director in 1954.

Before serving as associate director of agencies Mr. Gauthier spent his entire Prudential career in a Montreal district office where he joined the company in 1932.

Mr. Henwood joined Prudential in 1934 in Toronto. After serving as district manager, he moved to Peterborough as manager.

**FIRST COLONY LIFE** has appointed **Julius Covington** assistant vice-

president in charge of underwriting and other internal operations. He formerly had a similar post with Coastal States Life, was with Gulf Life for 15 years and Community Life of Detroit for 18 months.

### Colonial Life

The Lemma & O'Connor agency at



J. R. Jackson

75 Maiden lane, New York City, has been appointed general agent. **James R. Jackson** has been named manager of the newly created life department. He has been in brokerage work for eight years in New York, Memphis and San Francisco. The Lemma & O'Connor agency represents several fire companies.

### General American Life

**Emil E. Brill**, group vice-president since 1934, has been elected senior vice-president. Mr. Brill has been in insurance since 1912. **Victor F. Bachle**, former acting controller, has been named controller. He has been with the company since 1942. Other newly

elected officers are **Alfred D. Froning**, formerly manager of group and premium accounting, to assistant controller, and **John S. Masterson**, former planning officer, to manager of premium accounting. Mr. Masterson has been with the company 35 years and Mr. Froning since 1929.

### Cal-Western States Life

**Gordon C. Daniels**, for the last 2½ years manager of the Oregon agency, has been promoted to supervisor of northwest agencies. He will continue to maintain headquarters at Portland. His territory will include Oregon, Washington and Idaho. Mr. Daniels has been with California-Western since 1939 and before 1954 was assistant manager at the Sacramento agency for six years.

### New York Life

**Frank Stanton**, president of Columbia Broadcasting System, Inc., has been elected a director. He joined CBS in 1935 and became president in 1946.

### Standard of Oregon

**Arthur M. Cannon** has been elected vice-president and treasurer and will assume his duties in September. Mr. Cannon formerly was with the University of Washington where he was

**Lutheran Brotherhood's  
Home Office Training School  
contributes to the personal  
success of 79 new agents  
during the past 9 months**



Primed and prepared to serve... shown above are the members of the June 4th class—15 of the 79 new agents receiving the benefit of the School's specialized training during the past nine months. The purpose of the School is to help these agents achieve greater productivity in shorter time by helping them serve their prospects and clients better. Better service has paid off in greater personal benefits for agents—and in helping LUTHERAN BROTHERHOOD grow.



**Lutheran  
Brotherhood**

701 Second Ave. So., Minneapolis 2, Minn.

**LIVING BENEFITS FOR LUTHERANS THROUGH LIFE INSURANCE**

**Lutheran Agents**—Some territories are still available for qualified Lutheran representatives. If interested, write **HAROLD HOEL**, Supt. of Agencies.

### LIFE or ACCIDENT-SICKNESS UNDERWRITERS

Our current listings include large number of positions for men with 4-10 years underwriting backgrounds in Life or A. & S. Majority of these positions are with small or medium sized well established companies entering the Life or A. & S. fields. In all situations the positions are #1 or #2 spots offering rapid advancement and unusually attractive salaries. Men under 42 with some college background and home or branch office experience, as noted above qualify. Salaries range from \$6500 to 12,500. Employers guarantee confidential handling inquiries and are very receptive to payment of moving expenses and fee. Positions are in all areas of the country.

WRITE FOR INFORMATION  
ABOUT OUR SERVICES

### FERGASON PERSONNEL

330 S. Wells Street Chicago 6, Ill.  
HARRISON 7-9040

a professor of accounting and finance and on the faculty of the school's advanced management seminar. He is not a relative of Garnett E. Cannon, executive vice-president of the company.

### Equitable Life of Iowa

Donald L. Shepherd has been appointed general agent at New York City, effective July 16. Mr. Shepherd succeeds the Hoey & Ellison agency which had represented Equitable of Iowa in New York City for 31 years. Mr. Shepherd joined Travelers at New York in 1945 and in 1952 was appointed a general agent there for Mutual Trust Life. He is a CLU.



D. L. Shepherd

### Metropolitan Life

James Muir, chairman and president of Royal Bank of Canada and a director of several firms, has been elected to the board to fill an existing vacancy.

### U. S. Life

John T. Snyder has been appointed general agent at Great Bend, Kan. He also represents King Merritt & Co., mutual fund sales organization, and specializes in life, mutual fund and investment selling. He entered the business five years ago and has been with Security Life & Accident of Denver and North American Life & Casualty.

Dr. Jacob L. Weinstock has been appointed medical director. He joined the company in 1952 as associate medical director. He is associate attending surgeon at two New York hospitals.

### John Hancock

John L. Allen has been appointed general agent at Atlanta, effective Aug. 1, to succeed Walter Powell, who is retiring after 30 years as general agent in that city. Mr. Allen, general agent at Providence since 1947, joined the company at Boston in 1939 and was named supervisor in 1942. After three years with the navy in World War II, he rejoined the general agency department in 1946. He is president of Rhode Island General Agents & Managers Round Table and past president of Greater Providence and Rhode Island Assns. of Life Underwriters.



J. L. Allen

Phil J. McWilliams has been named manager of a new district agency at Arrowhead avenue and 20th street in San Bernardino. He joined the company at Long Beach in 1939 and has been assistant district manager at Merritt, Cal., since 1942. Lee E. Lopez and Donald A. Anderson, who have been assistant district manager and agent, respectively, at Oakland, have been named assistant managers at San Bernardino.

### Jefferson Standard Life

S. C. Tatum has been elected vice-president and actuary to succeed David E. Buckner, who died recently. Mr. Tatum who joined the actuarial department in 1926, has been 2nd vice-president and associate actuary since January. He is an Associate of Society of Actuaries.

Kenneth P. Hinsdale, with the com-

pany since 1948, was appointed associate actuary. He is an Associate of Society of Actuaries.

Frank W. Lamb was named assistant comptroller and auditor to succeed the late Theodor H. Koenig. Mr. Lamb, with the company since 1925, has been auditor since 1945.

James L. Roueche Jr. and Dallas Beck were appointed actuarial supervisor and tabulating supervisor, respectively, in the actuarial department.

### Occidental Life of California

Paul E. Smith, vice-president of administration since 1952, has been elected executive vice-president. Mr. Smith joined the company as counsel in 1936. Before joining Occidental, he was a practicing attorney and a member of Pacific Mutual Life's legal staff.

### Connecticut Mutual

Dudley W. Havens has been promoted to assistant cashier. He joined the accounting department in 1928, transferred to the treasurer's department in 1940 and was named administrative assistant in 1952.

AMERICAN UNITED LIFE has appointed Edward E. Thomas and Adam Brehm to the home office staff as agency assistant and underwriter, respectively. Mr. Thomas has seven years experience as an agent and supervisor at Philadelphia. Mr. Brehm formerly was in risk selection and underwriting at Lincoln, Neb.

CONTINENTAL ASSURANCE has appointed Lawrence M. Scheer a general agent at Chicago. He has been in insurance since 1952.

W. F. Ryan Corp. has been named general agent in Cleveland. Herbert M. Ackerman, with this general insurance agency for nine years, will head its newly formed life department.

## RECORDS

**BANKERS LIFE OF IOWA** had its biggest president's month ever during June, with ordinary production totaling \$28,448,249, which was 103.4% of the quota set for the campaign. New business paid for during the first six months of 1956 totaled \$137,845,195, an increase of more than \$25 million over the same period last year. Of this total \$78,585,902 was ordinary and \$59,259,292 was group. Total insurance in force reached a new high of \$2,551,485,156 at the end of June. Of this total \$1,594,034,743 was ordinary and \$957,450,413 in group insurance. Paul J. Schneider of the Trenton agency wrote the highest volume of qualifying business during president's month. His total was \$435,000. Other June leaders were D. R. Meredith, Des Moines; J. A. Madden, Trenton; F. J. Cosgrove, Madison; J. R. Purse, Denver; W. L. McFadden, Grand Rapids; J. P. McCumisky, Philadelphia; M. A. Link, Seattle; Harold Van Every, Minneapolis; T. J. Thompson, Dallas; and A. J. Nichelini, Fresno.

**MUTUAL OF NEW YORK**—Ordinary life sales in the first six months were \$255,914,152 and a record \$46,000,120 in June. The Myer agency in New York City led in ordinary sales in the first six months with \$10,993,152 and in June with \$1,827,066. The agency also led in A&S and group in June and the half-year. Other leaders in total production in all lines in June were the Lake agency in New Orleans, second; the Moats agency in Chicago, third; the Olson agency in Miami, fourth, and the Rowlands agency in Pasadena, fifth. Other leaders in life sales alone, in this order, were San Diego; New Orleans; Seattle; Pasadena; the Moats agency; the Aanenson agency in Washington; the Hood agency in Portland, Ore., and Milwaukee.

**MUTUAL BENEFIT LIFE**—Sales in the first six months totaled \$187,067,037, up 8.3%. The Earls agency in Cincinnati, last year's leader, led at mid-

year with \$9.5 million in sales, up \$1.5 million. The Youngman agency in New York City was in second place with more than \$7.5 million, up \$1 million. The Huber agency in New York was third.

**CONNECTICUT MUTUAL**—Sales in the first six months totaled a record \$215,314,000, up \$14 million. Insurance in force rose to a peak \$3,265,000,000, up \$14 million, gaining an actual \$141.9 million in the first half. Payments to policyholders and beneficiaries totaled \$32,625,000, including \$9,271,000 in death claims plus a record dividend distribution. Total income was \$99,165,000, up 6.5%, which included premium income of \$45.7 million, up 7.8%, and investment income of \$24 million, up 7.3%. Ledger assets were \$1,170,000,000, a first half gain of \$40.5 million.

**NATIONAL FIDELITY LIFE**—June production was 22% above June a year ago, and production for the first six months of 1956 was 29% over the same period last year. A production campaign was staged in June, the birth month of President W. Ralph Jones and also his 21st anniversary as president of the company. The campaign theme was June for Jones "Shower of Roses."

**BANKERS NATIONAL LIFE**—Ordinary life sales in the first six months were up 19% and the average size policy was \$9,602. Combined ordinary and group sales were up 117%. Life in force rose to \$355,867,928, up \$40 million. A&S premiums were up 263%. Total premiums in force were up 75.7%.

**SOUTHWESTERN LIFE**—Applications for \$114,456,952 of new insurance were received during the first six months in 1956, a gain of \$23,543,049 over applications received in the first half of 1955. The company's insurance in force at the end of June was \$1,405,066,220, a gain of \$64,546,593 in six months.

**COMMONWEALTH LIFE**—New life sales for the first six months in 1956 amounted to \$107,639,805, boosting the total life in force to \$948,106,636. Sales figure for the first half of this year set an all-time record.

**PROVIDENT MUTUAL LIFE**—Life sales in the first six months were up 7.5% for a new record and June was the 14th consecutive plus month. A&S gained 84.2%.

Lewis agency of Ohio State Life is the leading agency for the first half of 1956. L. J. Lemley, a member of the agency, is the leading personal producer for the first half of 1956. Mr. Lemley is the first 1956 member of the company's most exclusive production club, the 5-Star Club. Jacob Shawan, another member of the agency, also is a leader in personal production. He and Mr. Lewis have qualified for expense paid attendance at the company's 1957 convention at Miami Beach.

Yates-Woods agency of Massachusetts Mutual Life, Los Angeles, the largest of the company's 93 agencies, now has over \$2 million of insurance in force. Fourteen of its members have attained Million Dollar Round Table membership. Two men recently were added to the agency staff. They are William L. Rohlf, as assistant general agent, and Carl L. Rogers, director of public relations.

Ellis agency of Pacific Mutual Life at San Francisco has named Brice Fulghum winner of its newly established man-of-the-year award. Mr. Fulghum led the agency in new paid production over the past year.

Bean agency of John Hancock at Chicago finished the first six months of 1956 with 40% more new business than for the same period of last year, setting a new record. The agency also led all agencies of the company in gain for the first six months. Howard R. Trenkle is joining the agency Aug. 1.

### Flammang Agency in New Building

The Flammang agency of Pacific Mutual Life in California's San Fernando Valley, has moved into a new building, a 3,600 square foot contemporary structure.

Joseph B. Flammang started the agency in the populous San Fernando Valley three years ago "from scratch."

**GREAT SOUTHERNERS  
ARE MEN OF  
ACHIEVEMENT IN  
THEIR COMMUNITIES  
THROUGHOUT SEVEN  
STATES**

**GREAT SOUTHERN  
Life Insurance Company**  
Founded 1909  
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## N. W. Mutual Enters 100th Year with New Records

(CONTINUED FROM PAGE 1)

of new business." We are, we believe, near the end of this transition in the pension trust business. We are grateful that we continue to underwrite a good volume of the smaller pension cases.

"We can't, however, accept with complete complacency the higher volume of term, which is running 25% of new business. This development holds no hazard if you continue your outstanding record of conversions," Mr. Fitzgerald told the agents.

"We, of course, are always interested in new business, but the true measure of our service is the in-force figure, and the earnings of Northwestern over the years have flowed from its persistency and high average premium. Incidentally, of the \$349 millions of new business in the first half of 1956, a total of \$231 millions was chalked up as a gain in force, the largest amount we have ever had in a comparable period and the best percentage increase in many a year."

Speaking about investments, Mr. Fitzgerald said: "Our volume of new investments continues huge. We have slowed our rate of forward commitments, for it is not advantageous to sell old investments in the present market. New investments are, therefore, limited by our normal cash flow."

"The more restrictive investment operation has been brought up by the Federal Reserve credit policies. We are giving those credit restriction measures our full support and hearty approval, for we are interested in a sound economy and the control of inflationary forces. Our net rate earned continues to move up."

"Our expense and mortality earnings call for no special comment, for they are going along in normal fashion. To sum up, we are having a good year."

After submitting his report on current stewardship, President Fitzgerald submitted figures revealing the dimension of the company's growth, commenting:

"These healthy figures are the results of the forces that have been at work in the country and Northwestern Mutual for almost a century. We are now engaged in two projects or studies designed to record what internal forces have been and how they are operated. The first is an objective history, publication of which is expected early next year. The other is an internal operation in which all the insurance and agency departments are engaged, gathering together the story of Northwestern operations—their why and why-fors. During 1957, in addition to celebrating the centennial, we shall be thinking great thoughts about the Northwestern of the past, present and future."

Mr. Fitzgerald briefly discussed Northwestern's 99 years of growth and building under the headings of operating concept, policyholder relationship, investment and people.

Grant L. Hill, vice-president and director of agencies, presented honor and production clubs awards to scores of agents during the first day of the meeting. The names of winners of top honors appeared in the July 20 issue of THE NATIONAL UNDERWRITER.

Mr. Hill also closed the meeting with a discussion of "Northwestern on the March." He said the all-time production record in the agents' year ending

May 31 was \$644,388,000 of paid business, a gain of \$93,343,000, or 16.9% over the previous high 1955. He pointed out that 208 agents of the company, or one of every 10 full time agents, qualified for the Million Dollar Round Table and that a total of 1,248 agents qualified for the five top production clubs of Assn. of Agents.

Mr. Hill stressed the enlarged market for insurance sales since Northwestern entered the classified business field, noting that 7% of the company's business since January 1 had come from that source.

He also pointed to the fact that in July alone \$2.5 million of business had been received on juveniles under five years of age, a new field the company entered just recently.

The opportunity for agents in the smaller pension trust field was commented upon. He added that agents who were prospecting for this type of business were getting good results. Mr. Hill also stressed the tremendous opportunities in the farm market today and pointed to the opportunities afforded by using the new sales promotion material just released for agents selling to farmers.

In conclusion, Mr. Hill dwelt on the many factors that make for continuing the bumper sales market and predicted continuance of Northwestern's fifth consecutive all-time record year.

### DYGERT HEADS ASSOCIATION

G. Wendell Dygert, Fort Wayne, Ind., was elected president of Assn. of Agents, succeeding Harry Kreuger, general agent at New York City. Other new officers are John O. Todd, Chicago, 1st vice-president, and John R. Mage, general agent, Los Angeles, 2nd vice-president, and Lester A. Wilbert, Milwaukee, reelected secretary-treasurer.

Chosen for the association executive committee were Dennis E. McTigue, Fort Dodge, Ia.; William C. Roeder, general agent, Aurora, Ill., in partnership with B. J. Stumm; Charles E. Rosch, Baltimore, and Stanley S. Trotman, New Haven.

The Momen agency, Milwaukee, won Northwestern Mutual's general agency achievement cup, awarded annually on the basis of a graded point system involving nine factors. The runner-up in the competition was Vern M. Huber, Oshkosh, Wis.

On the basis of sales volume during the agent's year, the Eckert agency of Detroit led with more than \$30 million, and the Mage agency, Los Angeles, was second.

In the district agency cup competition, scored on the basis of five factors, J. E. Ellerbroek, Sibley, Ia., was the winner, and F. L. Pike, Oxford, Wis., was the runner-up.

Volume-wise, the Hickman agency, Eugene, Ore., led the district agencies with sales of nearly \$4 million, and D. E. McTigue, Fort Dodge, Ia., was in second place.

### AGENTS GIVE VIEWS

Under the title of "Our Heritage," two agents presented their viewpoints as the final number of the Monday morning session. E. Tom Proctor, general agent at Nashville, presented the veteran agent's idea, and James J. Spoelhof, agent at Grand Rapids, Mich., spoke from a newer agent's viewpoint.

"Our heritage consists of a business



**Lutheran Mutual** extends whole-hearted congratulations to the 62 Lutheran Mutualmen who have distinguished themselves by winning the 1956 National Quality Award

★	★	★	★
J. V. Albrecht (9) North Canton, Ohio	Alvin C. Hayes (1) South Columbus, Ohio	Herbert A. Oster (5) Aberdeen, So. Dak.	
Chas. E. Alt (5) Norwalk, Ohio	John R. Home (4) Pocahontas, Iowa	Tillman J. Palm (3) LaPorte, Indiana	
Marc W. Arneson (4) Albert Lea, Minnesota	Frank J. Hummel (5) Cushing, Iowa	Harold A. Palmer (2) Oil City, Pennsylvania	
Harold G. Austinson (4) Sioux Falls, So. Dak.	Hart P. Kjeer (3) Fort Dodge, Iowa	John M. Park (7) Peoria, Illinois	
Melvin W. Bobbitt (5) South Gate, California	Karl W. Klett (6) Wauwatosa, Wisconsin	Leslie M. Pearson (2) Story City, Iowa	
Carl F. Bockelman (5) Napoleon, Ohio	Donald E. Koehn (2) Davenport, Iowa	D. E. Peters (2) Spokane, Washington	
Albert E. Buenow (2) Sturgeon Bay, Wisconsin	Elmer J. Kottman (1) Sheffield, Iowa	Harvey C. Raasch (4) Milwaukee, Wisconsin	
Walter Burmeister (3) Kansas City, Missouri	Leonard C. Kramer (5) Le Mars, Iowa	George C. Rausch (4) Waterloo, Iowa	
Clarence G. Butts (1) Buffalo, New York	I. B. Krienke (5) Pflugerville, Texas	Benno H. Ritter, Jr. (5) Minneapolis, Minnesota	
Carleton G. Case (11) Marion, Ohio	M. M. Larson (11) Fargo, North Dakota	Howard F. Ritter (4) Minneapolis, Minnesota	
H. E. Clarke (2) Girard, Ohio	William A. LeCook (4) Rochester, New York	I. E. Rasholt (2) Chicago, Illinois	
M. I. Crumrine (2) York, Pennsylvania	Harold C. Ling (3) Columbus, Ohio	George L. Schnug, CLU (6) North Willow Grove, Pa.	
Oliver J. Curfman (4) Wadsworth, Ohio	Larry A. Lubben (2) Cedar Rapids, Iowa	Vernon L. Schrader (1) Elgin, Illinois	
Lammert H. DeWeerth (6) Bartonville, Illinois	F. H. Lueck (9) Dayton, Ohio	Elwin H. Schubbe (3) Springfield, Minnesota	
Albert Felmet, CLU (8) Buffalo, New York	Benton Luedcke (4) Houston, Texas	Victor W. Schulz (4) Sheldon, Iowa	
Virgil H. Folkers (5) Waverly, Iowa	Harold J. A. Lueders (7) Detroit, Michigan	Hubert A. Seifert (5) Mendota, Illinois	
Hilbert H. Hontelman (4) Mankato, Minnesota	Gladys H. Marten (9) Manson, Iowa	Ellsworth H. Shields (4) Milwaukee, Wisconsin	
Carl F. Hanusa (4) Reedsburg, Wisconsin	Robert C. Meyer (1) Watseka, Illinois	George H. Sielschott (3) St. Marys, Ohio	
Samuel J. Harke (8) Toledo, Ohio	Martin A. Moerbe (5) Joliet, Illinois	Harold E. Struckmann (1) Fairmont, Minnesota	
Hank Hasselbring (5) Oak Park, Illinois	Gertrude Nybakken (1) Iowa City, Iowa	Arthur W. Winkelhake (5) Talmage, Nebraska	
Ernest L. Hax (3) Victoria, Texas	John H. Oltmann (1) Davenport, Iowa		

Figures show number of years award has been won.



that offers unlimited opportunity for service to others and for growth and advancement of the individual; a business where every transaction is infinitely more important and profitable to the buyer than to the seller," Mr. Proctor said.

"Our heritage consists of a company that for 99 years has steadfastly adhered to the principle that the company's first concern was the welfare of its policyholders; a company that, in spite of its conservatism and the limitations of its field, has grown to great size, but in spite of its size has retained the close human relationship with its policyholders and agents that characterize a quality company; a company that we all consider the biggest of the best, and the best of the biggest.

"Our heritage," Mr. Proctor concluded, "consists of an agency force which, when judged by any standard of education, training, sales and service, takes its place among the leaders of the great sales organizations of the world."

"What a wonderful business the career of a life agent is," said Mr. Spoelhof in presenting his views. "We are fortunate to have this as our career. I enjoy a wonderful relationship with the wonderful people to whom I like to refer as my clientele, and who are being directed through the use of our outstanding programming methods. It is quite a prestige to have such a business-like, yet personal tool to work with and to have such a great company as Northwestern Mutual as the facility."

Agents of the company attending their first convention were guests at a friendship luncheon Monday noon at the Milwaukee Athletic club. G. Wendell Dygert, Fort Wayne, Ind., was chairman and many of the honor winning agents of the year were seated among the newer agents.

Speaking on "The End of the Rainbow," M. Luther Hahs, Cape Girardeau, Mo., explained the change in mental attitude which he has experienced from his first contact with life insurance as a vocation to the attitude he has today. He also showed how this

attitude has contributed to his success as an agent.

### EVENTS FOR WOMEN

Women who came to the convention attended the usual luncheon Monday noon at which a special program was presented for them. Robert E. Tempin, superintendent of agencies, was host. Yousuf Karsh, noted Canadian portrait photographer, gave an illustrated talk on "Faces of Destiny." Mr. Karsh has created the portraits of prominent men of America who appear in the Northwestern Mutual's current series of advertisements.

Lowell P. Schwinger, general agent at Cedar Rapids, Ia., was chairman of the first general session in the company home office auditorium Monday afternoon. A panel demonstration, illustrating Northwestern Mutual's new simplified system for effective planned family income sales, was presented under the title of "The Case of the Missing Income," with O. Alfred Granum, assistant director of agencies, as the moderator.

In the presentation, Charles F. Mead, Waukesha, Wis., and his wife, acted as prospects. To show that the new program makes it possible to use the system anywhere in the country, the agent was played by three men from various parts of the country.

A fact-finding interview was demonstrated by Ronald E. Schermacher, Milwaukee, and Richard E. Thomas, Pasadena, Cal., who developed the procedure for solving a prospect's problem and then set up the closing interview.

In conducting the closing interview, as outlined in the new manual which is a guide to successful underwriting in programming the financial future of a person, Robert W. Kersting, Clarksburg, W. Va., carried the demonstration to its close. Mr. Kersting explained that the closing interview in the life insurance presentation gives the agent a chance to capitalize on the efforts he has expended in the previous interviews with the prospect.

"You Make the Difference," a sales talk by W. H. Grove, sales vice-presidents of EMC Recording Corp., concluded the Monday afternoon session.

"Selling is more than just taking a story to another person, answering objections and getting orders," Mr. Grove said. "It's a problem of human relationships. And the person who improves those relationships, who becomes a better father, husband and citizen, becomes easier to live with. As he becomes easier to live with, he becomes easier to buy from."

"Service," in his opinion, "is the only selling philosophy without a flaw." He also pointed out that "if a man learns how to handle himself, the job will handle itself."

Monday night, the Northwestern Mutual Assn. of Agents held its annual garden party and dance at the Milwaukee municipal auditorium. Lester A. Wilbert, Milwaukee, was chairman of this social feature.

### COTTON OPENS SESSION

Corlett J. Cotton, Lawrence, Kans., was chairman of the Tuesday morning session.

Pointers on ways in which agents can improve their individual business procedures were given by Howard S. Wood, Kalamazoo, Mich., whose subject was "Managing Your Own Business."

"We all pretty much manage our own business, but what does good management mean to you?" Mr. Wood

asked. "To me, good management means an operation which will give me both sufficient income to meet my needs, and sufficient free time to enjoy life as I go along. Because of this, every working hour has to count and a few minutes of planning can save many hours of work. There is a desk at home where I keep my prospect cards and my records. Every night, some time before going to bed, I spend about half an hour planning for the next day so that when I start my car in the morning at least 30 good



*"We can count on team support with Pacific Mutual"*

says Marie Dutton, wife of Frank Dutton, (E. A. Ellis Agency, San Francisco)

"I'm proud that my husband's career lets him 'carry the ball' on his own. But I'm grateful too that more training is always available to him — and coaching on those rough cases — always the right solution for every problem. Always, we know, the whole Pacific Mutual team is backing us up."

Marie Dutton accompanied her husband to the 1955 Big Tree Top Star Conference at Lake Louise.



**Pacific Mutual**

LIFE INSURANCE COMPANY

PACIFIC MUTUAL BUILDING  
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RETIREMENT PLANS  
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Here's a recommendation that can mean more business for you placed with less time and trouble. Our wide experience permits coverage of a broad group of impaired lives including select diabetic and coronary cases. In fact, our Branch Offices can advise you on the requirements and probable action on more than 700 abnormalities.

Next time you have a problem case let Manufacturers Life's pace-setting underwriting go to work for you.

FOR MORE INFORMATION CONTACT ONE OF OUR BRANCHES IN THE FOLLOWING CITIES:

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THE  
**MANUFACTURERS**  
INSURANCE **LIFE** COMPANY



prospect cards are right on the seat beside me. The only names written on my work cards are scheduled appointments.

"Since the office may become quite a booby trap, I try to stay out in the field until at least 11:00 to 11:30 a. m. By 2:00 p. m. I try to have most of my office work completed and my time planned for the rest of the day. Experience has taught me that the best way to have a successful day is to make as many calls as possible in the morning. An excellent time for me to make phone calls is between 6:30 and 7:30 in the evening, when the prospect is usually at home and relaxing after dinner."

Mr. Wood said he keeps his prospect cards in three files; a combination active and age change, a semi-active and dead file, each for a definite purpose. He believes many evening appointments can be avoided, saving that time for prospects who simply can't be seen any other time.

To save a lot of time in striving to make a "suspect" into a policyholder, Mr. Wood recommended considering before the interview why the prospect is being called on and what the agent is trying to accomplish, thus avoiding getting the conversation off on a tangent. Another time saver is to get right to the core of things, the man's problems and his objectives. Never go into a closing interview feeling that the man won't buy, but think of what he might say and argue it out with yourself first. Don't waste time fighting competition, but avoid competition by upgrading your prospecting; the better the prospect the less time is spent in beating competition. Another very important phase of good management, he said, is keeping very accurate records of how the time is being spent.

"Small Mortgage Leads Produce a Million and a Half A Year For Us" was the subject of a duo presentation by F. K. Gordon and F. E. Hughes of Duluth, including an illustration of their pet mortgage proposal.

"Mortgages will always be with us, and the fellow who acquires one has

all the requisites for a good prospect. He's been able to get the home he wanted and that creates the mortgage.

He has a new job, a new baby or a new wife—at least, we know he has a new obligation and the reason for it makes him an excellent prospect. In getting the facts from him, we expand on his insurance coverage and switch the interview into a planned income approach. A whole agency setup can be built around mortgages because it is a tailor-made, fertile field for everybody—the new as well as the old agent.

"Initially the prospect gives you all the old hacks—I'm insurance poor—I'm worth more dead than alive—I don't need any more insurance—but this mortgage insurance sounds pretty good." But we know it works from our own experience with good-size average-case results. It's worth a try."

#### UNDERWRITING TALKS

Two talks as an introduction to advanced underwriting were given during the second part of the Tuesday morning session, during which K. L. McGooden, McCook, Neb., was chairman.

In discussing "Life Insurance As Property," C. B. McCaffrey, director of advanced underwriting training at the home office, said:

"Life insurance is property in one of its most valuable forms. It is accumulated by the periodic deposit of premiums. It is similar, in many respects, to other forms of property. For example, it may be given away during a loan, and it can be sold or exchanged."

"Term Trusts" was the second talk on advanced underwriting at the Tuesday morning session, with Matt Taylor, director of the research department at the Craig agency, Milwaukee, as the speaker.

"When an individual using appropriate language puts property into the hands of another person with instructions to administer the property, distribute income to designated persons, and, after a specific period, return the property to him, he has established a term trust," Mr. Taylor said.

Term trusts are an aid in sales of children's insurance, building a retirement fund, insuring the marital deduction and the like. He warned, however, that there are relatively few prospects.

A demonstration as made to a corporation for the sale of life insurance for employee pension or deferred compensation plans was given by Clifford A. Seys, Grand Rapids, at the Tuesday afternoon session. Robert Casey, Dayton, O., was chairman. Mr. Seys showed how a corporation can recapture its costs either through tax credits or through proceeds of the policies. He made use of film projections to show what his plan is in explaining "deferred compensation."

Discussing pension trusts, Verne Arends, company assistant secretary, said: "In the United States today, there are more than 3 million business entities employing 20 or less people. Subtract from that number the one or two-man businesses and those of borderline quality because of financial status and there are possibly one million left. Only 31,000 approved plans of all sizes are in existence today. It is obvious from these figures that the market for small cases has hardly been scratched.

"If the majority of employers of small groups are to hear the pension story and learn how our product fits into the scheme of things, the non-

## NEW ACCIDENT AND SICKNESS POLICY

**Standard Insurance Company**  
offers a new Accident and Sickness disability income policy with the following features:

- ★ Non-cancellable.
- ★ Guaranteed renewable to age 65.
- ★ Income for life when disabled by accident.
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- ★ Available with 30, 60 and 90 day elimination periods.

See your Standard Insurance Company agent or your broker



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**INSURANCE COMPANY**

Serving the west since 1906

AGENCIES IN: Oregon, California, Washington, Idaho, Utah, Hawaii

A western company owned by its policyowners  
HOME OFFICE: PORTLAND, OREGON

## IN JACKSONVILLE, FLORIDA

### "Insurance Center of the South"

We offer space in a 7-story building, approximately 4,000 sq. ft. per floor. We propose one tenant a floor. Plan with us now a layout of your executive offices with balance as clerical area.

Complete air conditioning and fully automatic elevator to be installed. New lobby now being designed and entire building renovated. Building located at 218 West Adams Street.

Three banks, three hotels within block and one half. Four of the best and largest stores and restaurants within the block. Ample parking facilities nearby. In other words the location cannot be improved upon.

For information write Monticello Drug Company  
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It Says -- Good Producers will see a lot more of me with No Increase In Effort with a Mutual Savings Life **DIRECT CONTRACT**

DIRECT CONTRACT opportunities in Indiana, Ohio, Iowa, Kentucky, Missouri, Arkansas and Mississippi. A complete line of:

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Your reply held confidential. Write to:  
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## WANT ADS

Rates—\$20 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

### GENERAL AGENT

Wants to make change. 35 years experience with two major companies. LIAMA graduate and taught in home office schools. Experienced in selling and teaching estate planning on any level. General agency or managerial work preferred. Write Box N-51, National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

### GROWING CALIFORNIA COMPANY

Has two openings for men to develop monthly debit systems in Los Angeles County. If you have proven sales ability and seek a career opportunity with a top contract, generous starting pay, plus commission, plus bonus, plus liberal company benefits, plus a chance to work into management—then, for a prompt confidential interview send a complete resume at once to Box M-93, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

### CHALLENGE WITH A FUTURE

Take one of country's largest and most progressive life insurance companies . . . add the forward looking robustness of Chicago . . . and the result is an unlimited opportunity for just the right man. Responsibilities initially will include Home Office supervision of fundamental education and training activities, aid in creation of sales material, help with sales campaigns and conventions.

Personal production and training experience necessary. Age 28 to 38. Some knowledge of advanced life insurance required. Excellent initial opportunity . . . unlimited future. Salary commensurate with responsibility. If interested, give full résumé of background and experience. Inquiries will be held in strictest confidence. Address Box N-36, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

### ASSOCIATE ACTUARY AVAILABLE

Associate of society of actuaries desires position with a Life Insurance Company or a firm of consulting actuaries. Life and pension experience. Address Box N-56, c/o National Underwriter Company, 175 W. Jackson Blvd., Chicago 4, Ill.

## Actuary

**Are you tired of crowds and commuting?**

**Are you looking for fresh fields to conquer?**

Unusual opportunity in attractive community of 135,000.

Unlimited future for Fellow under Age 35, with Group and/or A & H background.

Duties would cover a large area of technical and administrative responsibility in a medium size mutual multiple line progressive eastern company.

Box #N-57

The National Underwriter Co.  
175 W. Jackson Blvd., Chicago 4, Ill.

### INVESTMENT UNDERWRITER

Major national life insurance company with Home Office in Massachusetts has opportunity in highly responsible position underwriting term loans.

Should have more than 5 years of experience in selection of investments with commercial bank or insurance company. Graduate college degree desirable but not essential.

Send full summary and salary requirements. All replies handled confidentially. Write Box N-60, The National Underwriter Co., 175 West Jackson Blvd., Chicago 4, Illinois.

## UNUSUAL OPPORTUNITY FOR AN EXPERIENCED GROUP CLAIMS SUPERVISOR HOME OFFICE

Ability to step in and head substantial, fast-growing Group Life—A & H Claims Department.

Preferably between age 30 and 40

Starting salary depends on experience and ability of individual. Excellent advancement outlook backed by strong security benefits program.

This is a progressive, well regarded Life company in New York City. Send résumé of experience to Box NY-52, c/o The National Underwriter Co., Advertising Dept., 99 John Street, New York 38, N. Y.

specialist will have to take the story to them.

"Although pension plans are almost commonplace today," Mr. Arends said "the details of their construction and financing are far from well known among people responsible for management decisions. Therefore, in this area the career life agent may apply his experience and knowledge profitably. Only an all-insured plan provides a guarantee of performance. We believe a plan with contract guarantees offers a greater chance of permanent success.

"We believe," Mr. Arends said, "there is a good market for the small, all-insured pension plan. A natural tie-in with personal insurance of the employee and business insurance of the employer, plus relative simplicity of operation, are characteristics of the individual policy plan. Through it the essential benefits of a typical pension plan are available on a simplified, all-insured basis."

Long active in the CLU movement and the first agent in Wisconsin to attain the CLU designation, Ben S. McGiveran, Milwaukee, was a logical choice to discuss "The CLU Is a Salesman" as the final speaker on the Tuesday afternoon program.

### EVENTS OF CLOSING DAY

"Continuous Northwestern Leadership" was the theme of the program Wednesday morning. John O. Todd, Chicago, was the chairman.

A "Progress Report" from the viewpoint of the home office was presented by four company officials, each giving their individual specialties attention.

William B. Minehan, secretary, discussed settlement rights of owners and beneficiaries of insurance policies and the new rights in the settlement area made available recently by the Northwestern Mutual to owners and beneficiaries.

What Northwestern Mutual offers

### A & S EXECUTIVE WANTED

North central combination company needs experienced A&S sales executive to plan and direct all phases of business. Unlimited opportunity for right man. Give full details in first letter. Interview will promptly be arranged. Write Box N-55, National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

the buyer as an applicant and how the application progresses into a policy on the books was the basis of the talk by Dr. Gamber F. Tegtmeyer, medical director, who discussed several areas in which Northwestern is considered unique.

"Ninety-nine years ago when Northwestern Mutual was founded, the men who led the company adhered to fundamentals with the objective to provide the best life insurance at the least cost on a completely mutual basis," Victor E. Henningsen, actuary, said. They held to sound principles and always endeavored to maintain equity among all classes of policyholders. Northwestern has provided leadership by incorporating improvements and innovations. Although a straight road has been followed, Mr. Henningsen said, the road has been broadened through additional lanes, but they are lanes traveling the same direction, and involving no change in Northwestern principles.

Rounding out the progress report was Robert E. Dineen, company vice-president.

Speaking for the agents on "Continuous Northwestern Leadership—In the Field," were three outstanding leaders of the company and prominent in the Million Dollar Round Table.

Adon N. Smith II, Charlotte, N. C., and a member of the MDRT board, took up Northwestern's competitive position out of the history of the past. He laid the foundation to demonstrate progress by quoting some specific instances in respect to the company's position in relation to others back in the late '20s and what has happened since.

How Northwestern leadership in the field is personified by the position that the company has always occupied in the conduct of the top leadership group of the life insurance business, namely, the MDRT, was demonstrated by Howard D. Goldman, chairman-elect of the Round Table and Northwestern general agent in Richmond, Va.

The windup presentation was made by Mr. Todd, past chairman of the MDRT. He demonstrated by actual cases the ways and means through which the outstanding position of Northwestern has been maintained through the years.

### DIRECTOR OF TRAINING

Rapid-growing, progressive, mid-west company writing life and A&S has opening for capable experienced training man to establish and direct newly created training department.

Individual selected must have selling experience, be well-versed in technical areas of field training and capable of preparing sales presentations in the life and A&S fields. Salary commensurate with proven ability. Ages 30-40.

Write in complete confidence giving full details, include photograph and state salary required. Write Box N-53, National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

### ASSISTANT ACTUARY

Major life insurance company has management position opportunity at its Home Office in Massachusetts. Seeking a Fellow or Associate in Society of Actuaries.

Send full summary and salary requirements. All replies handled confidentially. Write Box N-58, The National Underwriter Co., 175 West Jackson Blvd., Chicago 4, Illinois.



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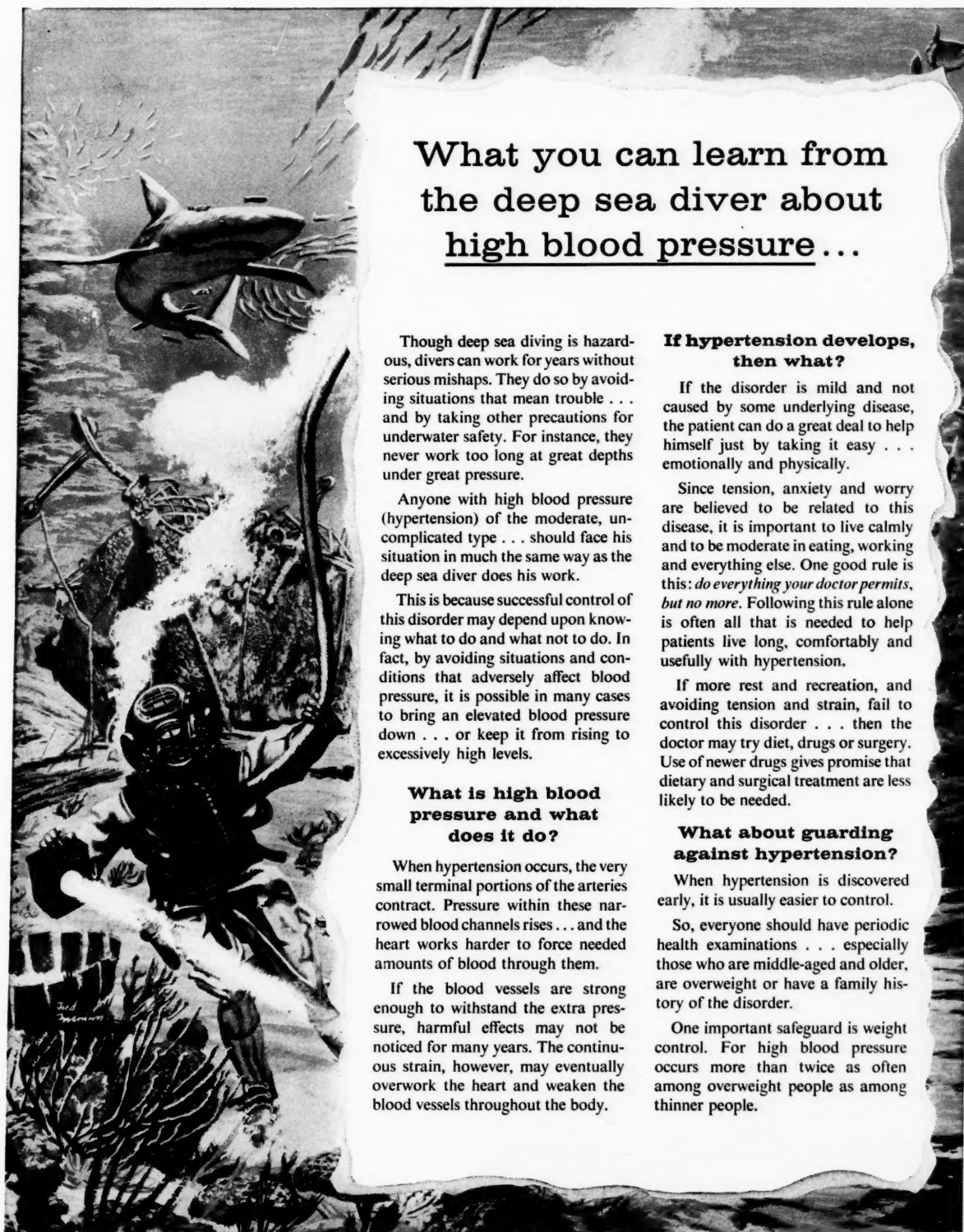
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## What you can learn from the deep sea diver about high blood pressure...

Though deep sea diving is hazardous, divers can work for years without serious mishaps. They do so by avoiding situations that mean trouble . . . and by taking other precautions for underwater safety. For instance, they never work too long at great depths under great pressure.

Anyone with high blood pressure (hypertension) of the moderate, uncomplicated type . . . should face his situation in much the same way as the deep sea diver does his work.

This is because successful control of this disorder may depend upon knowing what to do and what not to do. In fact, by avoiding situations and conditions that adversely affect blood pressure, it is possible in many cases to bring an elevated blood pressure down . . . or keep it from rising to excessively high levels.

### What is high blood pressure and what does it do?

When hypertension occurs, the very small terminal portions of the arteries contract. Pressure within these narrowed blood channels rises . . . and the heart works harder to force needed amounts of blood through them.

If the blood vessels are strong enough to withstand the extra pressure, harmful effects may not be noticed for many years. The continuous strain, however, may eventually overwork the heart and weaken the blood vessels throughout the body.

### If hypertension develops, then what?

If the disorder is mild and not caused by some underlying disease, the patient can do a great deal to help himself just by taking it easy . . . emotionally and physically.

Since tension, anxiety and worry are believed to be related to this disease, it is important to live calmly and to be moderate in eating, working and everything else. One good rule is this: *do everything your doctor permits, but no more.* Following this rule alone is often all that is needed to help patients live long, comfortably and usefully with hypertension.

If more rest and recreation, and avoiding tension and strain, fail to control this disorder . . . then the doctor may try diet, drugs or surgery. Use of newer drugs gives promise that dietary and surgical treatment are less likely to be needed.

### What about guarding against hypertension?

When hypertension is discovered early, it is usually easier to control.

So, everyone should have periodic health examinations . . . especially those who are middle-aged and older, are overweight or have a family history of the disorder.

One important safeguard is weight control. For high blood pressure occurs more than twice as often among overweight people as among thinner people.

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**Metropolitan Life Insurance Company**

(A MUTUAL COMPANY)

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This advertisement is one of a continuing series sponsored by Metropolitan in the interest of our national health and welfare. It is appearing in two colors in magazines with a total circulation in excess of 31,000,000 including Collier's, Time, Newsweek, Saturday Evening Post, Ladies' Home Journal, Good Housekeeping, Redbook, Reader's Digest, National Geographic.

# Constantly Looking Upward

The insurance underwriter who has the initials C.L.U. after his name could be described in a number of ways.

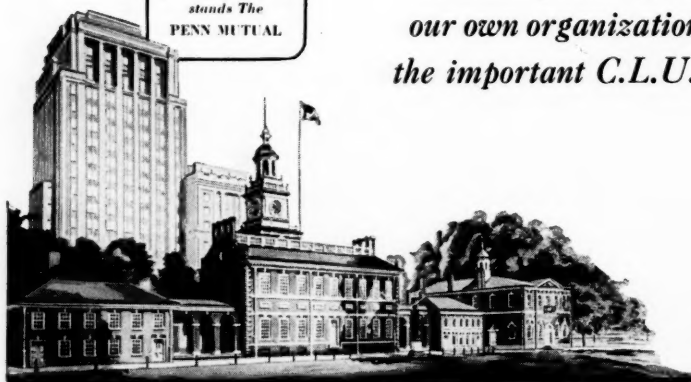
As a *Confident Life Underwriter*, for example. Confident because he knows that he has the training, knowledge and ability to cope with the problems of life underwriting in the face of constantly changing social and economic conditions in our complex, modern world.

Or as a man *Constantly Looking Upward* . . . to higher standards of service to his clients and the community . . . higher goals of achievement for himself.

Or, simply as a *Chartered Life Underwriter*—a man who, through training, desire and initiative, is on the move . . . upward!

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your independence  
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*We are proud of the 137 members of  
our own organization who have earned  
the important C.L.U. designation.*



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